Experian Syndicated Audiences

Audiences available off the shelf powered by Experian Marketing Data

experian.

The best data unlocks the best marketing

With over 50 years history in data management Experian has a rich history rooted in offline data and an expertise in digital with our online identity solutions.

Why use Experian syndicated audiences?

Over **200 sources** of data ranging from

- Public and state records
- Property and tax records
- Census data
- Transactions
- Online and mobile
- Location data
- Consumer surveys
- Published directories

5 proprietary attribute groups
in the auto, finance, and behavioral categories

Represents **250 million** U.S. consumers

truth{set}
Q1
PROVIDER
2024

Experian is #1 for data accuracy, per Truthset

Don't take our word for it. Truthset, a data validation company, found that Experian is the #1 data provider in terms of largest volume of high-accuracy hashed e-mails (HEMs) with demographic data.
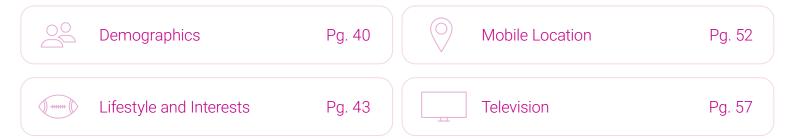
The depth of our data is unmatched.

2,300 average attributes per household

250 average attributes per consumer

Single data provider that unlocks multiple verticals and categories

Find the right audiences across multiple **verticals**

Refine your audience by layering data from **specialty categories**

Simplify demographic and behavioral targeting with **branded data** developed by Experian

Reach consumers based on common attributes within geographic regions with **geo** audiences

Verticals

Data organized into specific data verticals.

Auto audiences

Reach and target consumers based on their known and predictive auto shopping behaviors. Experian's auto audiences are built utilizing insight from our North American Vehicle Database℠ and other data attributes from Experian Marketing Data to provide highly accurate audiences for digital and TV advertising.

Example use cases

Build an audience to reach consumers who service their own vehicles and are online auto product shoppers, then drive them to the promotion you have on your site.

Build an audience to reach consumers who are in-market for a new SUV to run your 30 second ad on streaming platforms.

Auto audience categories

In-market

Experian's In-market audiences use insights from our North American Vehicle database and combines it with in-market cues gathered from other attributes within Experian Marketing Data.

Benefits:

- Built from our North American Vehicle database that covers 900 million vehicles in the United States.
- Identify consumers who are likely to be in-market within the next 180 days.

Owner

Experian's auto Owner audiences use insight from Experian's North American Vehicle database, which contains information on title registrations, mileage readings, and key vehicle events.

Benefits:

- Built from our North American Vehicle database that covers 900 million vehicles in the United States.
- Reach consumers based on the vehicles they currently own.

Aftermarket: Service and parts

Experian uses our advanced statistical analytics and our behavioral attributes within Experian Marketing Data to create audiences that are likely to either subscribe to Do-it-for-me or Do-it-yourself auto maintenance.

Benefits:

- Our data covers 330 million vehicles in operation in the United States.
- Gain access to 15 billion vehicle history records.

Auto audience categories continued

Vehicle lifestyle

These audiences use insights from title registrations, mileage readings, and key vehicle events, combining this data with behavioral and lifestyle cues gathered from other Experian Marketing Data attributes.

Benefits:

- Utilizes the combination of Experian's North American Vehicle database with other attributes from Experian Marketing Data to identify lifestyle audiences.

Electric vehicle

Experian uses insights from Experian's North American Vehicle database, which contains information on title registrations, mileage readings and key vehicle events to find consumers who are owners or in-market for green vehicles.

Benefits:

- Access 46 audiences to reach consumers who are in-market for green vehicles.
- Built from our North American Vehicle database that covers 900 million vehicles in the United States.

Take a deeper look at our audiences

In-market

Make and model
Autos, Cars and Trucks > In Market-Make and Models >

Consumers who are likely in-market to buy the following brands, and their models, in the next 180 days:

- Acura
- Alfa Romeo
- Audi
- BMW
- Buick
- Cadillac
- Chevrolet
- Chrysler
- Dodge
- Ford
- GMC
- Honda
- Hyundai
- Infiniti
- Jaguar
- KIA
- Land Rover
- Lexus
- Lincoln
- Mazda
- Mercedes-Benz
- Mini
- Mitsubishi
- Nissan
- Porsche
- RAM
- Subaru
- Tesla
- Toyota
- Volkswagen
- Volvo

New/Used
Autos, Cars and Trucks > In Market-New/Used >

Consumers who are in market for a new or used vehicle over the next 180 days:

- 24-Month Future New Vehicle Buyer
- 24-Month Future Used Vehicle Buyer
- Buyer used
- Used car 0–5 years old
- Used car 6+ years
- New car

Vehicle price
Autos, Cars and Trucks > In Market-Vehicle Price >

Audiences indicate consumers likelihood to be in the market to buy a vehicle in the following price ranges.

- $20K–$30K
- $30K+
- $30K–$40K
- $40K–$50K
- $50K–$75K
- $75K+

In-market audiences continued

Owner

Body styles
Autos, Cars and Trucks > In Market- Body Styles >

Predicts the likelihood a consumer is to be in-market to buy a vehicle by the following body styles:

- 24-Month Future SUV Buyers
- 24-Month Future Truck Buyers
- 24-Month Future Car Buyers
- 24-Month Future Minivan Buyers
- Cars – Any model
- Compact cars
- Compact or subcompact cars
- CUV
- Full-size cars
- Full-size SUVs
- Full-size trucks
- Full-size vans
- Luxury car
- Luxury compact
- Luxury CUV
- Luxury SUV
- Mid-size car
- Mid-size truck
- Minivan
- Small mid-size SUV
- Sports car
- Subcompact car
- SUV
- SUV and CUV
- Truck
- Van

Fuel type
Autos, Cars and Trucks > In Market- Fuel Type>

Predicts the likelihood of in-market to buy a vehicle with the following fuel types:

- 24-Month Hybrid Vehicle Buyer
- 24-Month Electric Vehicle Buyer
- CUV SUV
- MPG Conscious
- Trucks

Lease
Autos, Cars and Trucks > In Market- Lease >

Predicts the likelihood for the consumer to be in-market for a lease:

- Lease
- Luxury lease
- Non luxury lease

In-market switcher
Autos, Cars and Trucks > In Market Switchers >

Predicts if consumers are likely to switch to a new vehicle type:

- CUV SUV
- Ford
- GM
- HD pickup
- Honda
- Jeep
- Luxury
- Nissan
- Pickup
- Ram
- Toyota
- Van

Vehicle age
Autos, Cars and Trucks > Ownership – Vehicle Age>

Consumers who are likely to currently own a vehicle within the age ranges below:

- 0 to 6 months
- 7 to 12 months
- 13 to 24 months
- 25 to 36 months
- 37 to 48 months
- 48 months plus
- 0 to 5 years
- 6 to 10 years
- 11 years plus
- New car 0 to 12 months
- New truck 0 to 12 months
- New HD pickup 0 to 12 months
- Used car 0 to 12 months
- Used truck 0 to 12 months
- Used HD pickup 0 to 12 months

Make and model
Autos, Cars and Trucks > Ownership – Make and Model >

Consumers who are likely to own the following brands, and their models:

- Acura
- Alfa Romeo
- Audi
- BMW
- Buick
- Cadillac
- Chevrolet
- Chrysler
- Dodge
- Ford
- GMC
- Honda
- Hyundai
- Infiniti
- Jaguar
- KIA
- Land Rover
- Lexus
- Lincoln
- Mazda
- Mercedes-Benz
- Mini
- Mitsubishi
- Nissan
- Porsche
- RAM
- Subaru
- Tesla
- Toyota
- Volkswagen
- Volvo

Owner continued

Body style
Financial Personalities > Home Equity Financial Personality >

Predicts the likelihood a consumer owns a vehicle by the following body styles:

- Cars – Any model
- Compact cars
- Compact or subcompact cars
- CUV
- Full-size cars
- Full-size SUVs
- Full-size trucks
- Full-size vans
- Luxury car
- Luxury compact
- Luxury CUV
- Luxury SUV
- Mid-size car
- Mid-size truck
- Minivan
- Small mid-size SUV
- Sports car
- Subcompact car
- SUV
- SUV and CUV
- Truck
- Van

Aftermarket: Service and parts

Do-it-yourself (DIY)
Autos, Cars and Trucks > Aftermarket >

Consumers who are likely to be DIY auto shoppers:

- DIY auto part store shoppers
- DIY online auto products
- DIY in-store auto products
- DIY cars and auto repair

Do-it-for-me (DIFM)
Autos, Cars and Trucks > Aftermarket >

Consumers who are likely to prefer aftermarket service centers:

- DIFM prefers service center for car
- DIFM prefers service center for truck
- DIFM recent purchase new car
- DIFM recent purchase new truck
- DIFM recent purchase new HD truck
- DIFM recent purchase used car
- DIFM recent purchase used truck
- DIFM recent purchase HD truck
- DIFM vehicle age 0 to 5 years
- DIFM vehicle age 6 to 10 years

Vehicle lifestyle

In-market
Autos, Cars and Trucks > Aftermarket >

Consumers who are likely in-market to buy a motorcycle:

- Make
  - Harley
  - Honda
  - Kawasaki
  - Yamaha
- Class
  - Cruiser
  - Sport/Dual Sport
  - Standard
  - Touring
  - Off-road
  - On-road

Ownership
Autos, Cars and Trucks > Aftermarket >

Consumers who are likely to own a motorcycle, ATV or RV:

- All-Terrain vehicle (ATV)
- Motorcycle type scooter
- Recreational vehicle (RV) travelers
- Motorcycle Make
  - BMW
  - Can-Am
  - Ducati
  - Harley
  - Honda
  - Indian
  - Kawasaki
  - KTM
  - Suzuki
  - Triumph
  - Yamaha
- Motorcycle class
  - Cruiser
  - Sport/Dual Sport
  - Standard
  - Touring
  - Off-road
  - On-Road
- Motorcycle purchased
  - 0 to 6 months
  - 7 to 12 months
  - 13 to 36 months
  - 37 to 60 months
  - 60+ months
- Motorcycle age
  - 0 to 3 years
  - 4 to 6 years
  - 6+ years

Electric vehicle

In-market make and model
Autos, Cars and Trucks > In Market- Make and Models >

Consumers who are likely in-market to buy the following brands, and their models, in the next 180 days:

- Hyundai Ioniq
- Nissan Leaf
- Tesla Model 3
- Tesla Model S
- Tesla Model X
- Toyota Prius Prime

Ownership switchers
Autos, Cars and Trucks > Ownership Switchers >

Consumers who have likely switched to an alternative fuel vehicle:

- Alternative Fuel
- Electric
- PHEV

Fuel type
Autos, Cars and Trucks > In Market- Fuel Type >

Consumers who are in-market based for the following fuel types:

- Alternative Fuel Plug-in hybrid electric vehicles (PHEV)
- Electric
- Electric car
- Electric CUV SUV
- Electric luxury
- Electric non-luxury
- Hybrid
- Used alternative fuel
- Used alternative fuel CUV SUV
- Used alternative fuel luxury
- Used alternative fuel non-luxury
- Used alternative fuel truck
- Used electric
- Used hybrid
- Used PHEV

Ownership make and model
Autos, Cars and Trucks > Ownership-Make and Models >

Predicts the likelihood for the consumer to own the following models:

- Hyundai Ioniq
- Nissan Leaf
- Tesla Model 3
- Tesla Model S
- Tesla Model X
- Toyota Prius Prime

Ownership fuel
Autos, Cars and Trucks > Ownership-Fuel >

Consumers who are likely to currently own based on fuel type:

- Alternative fuel CUV SUV
- Alternative fuel PHEV
- Alternative fuel truck
- Electric
- Electric car
- Electric CUV SUV
- Electric luxury
- Electric non-luxury
- Hybrid

In-market switchers
Autos, Cars and Trucks > In Market Switchers>

Predicts if consumers are likely to switch to a new green vehicle type:

- Alternative fuel
- Electric
- Electric CUV SUV
- Electric Luxury
- PHEV

Tesla Owner
Retail Shoppers: Purchase Based > Automotive (Cars & Trucks) >

Consumers who are highly likely to own a Tesla based on their transaction history and alignment with electric vehicle innovation.

Improve engagement by refining your audience

Demographics

These audiences help refine your targeting with relevant household demographic attributes.

Example audiences
- Age
- Household Income
- Occupation
- Presence of children

Mobile Location

Gives you the ability to add another intent trigger, physical location to your audiences.

Example audiences
- Auto Store Shoppers
- Auto Dealerships

Lifestyle and Interests

Great audiences to layer in additional behaviors and interest to refine your audience.

Example audiences
- Car Culture
- Presence of automobile
- Automotive

Where to activate

Check out our media destination guide to see where Experian audiences are readily available on the shelf for your next digital and TV campaign.

See full destination list →

A few examples of our destinations

CADENT

Snap Inc.

theTradeDesk

yahoo!

Have you considered adding the following?

Mosaic®

Mosaic, a proprietary data source from Experian, is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into unique types and groups that provide a 360-degree view of consumers' choices, preferences, and habits.

TrueTouch℠

TrueTouch, a proprietary data source from Experian, is a data-driven content and contact engagement solution that empowers brands to pair the perfect messaging styles with the right channels and call to actions to deliver a personalized experience to your best customers.

Don't see what you are looking for?

Contact us to have a custom audience or model created for you based on your business needs.

Business audiences

Reach consumers and business executives based on their position within a company, the industry they work in, and their business-related consumer behaviors. Experian's expansive database of audiences gives brands a holistic view of a consumer at work and at home, enabling you to build and deliver strategic and targeted messaging.

Example use cases

An IT solution provider can target IT executives to reach decision makers for the purchase of their security software services.

Travel companies (e.g. hotels, airlines) can target frequent business travelers to promote their loyalty programs to capture more of their travel spend.

Business audience categories

Business Executives

Experian combines business executives' data sourced from numerous authoritative sources with our proprietary demographic and firmographic attributes in Experian Marketing Data.

Benefits:

- Find business executives based on company size (number# of employees), revenue, title (e.g. finance marketing), industry or industry.
- Source business executive data and enhance with attributes from Experian Marketing Data to provide a comprehensive view into each executive.

Occupation

Experian's occupation audiences found in our demographic specialty category combines our advanced modeling capabilities with data sourced from public records, census, consumer surveys and other public information to create these audiences.

Benefits:

- Broken out into nine occupation groups from blue collar to technical fields.
- Combines industry and function into a single audience.

Consumer Behavior

Combine our advanced modeling capabilities with data sourced from self-reported interest and behavior surveys, syndicated research panels and online behavior which includes search and website visitation.

Benefits:

- Broad array of audiences from business travelers to business owner.
- Provides a contextual view into your audience.

Take a deeper look at our audiences

Business Executives

Company ownership
Business Executives (B2B) > Company Ownership >

Indicates if a company is private or public.

Business employee size
Business Executives (B2B) > Business Employee Size >

Audiences indicate business employee size or number of employees:

- 1–4 employees
- 4–9 employees
- 10–19 employees
- 20–49 employees
- 50–99 employees
- 100–249 employees
- 250–499 employees
- 500–999 employees
- 1,000–4,999 employees
- 5,000–9,999 employees
- 10,000 + employees

Business employee size
Business Executives (B2B) > Business Employee Size >

Audiences indicate business employee size or number of employees:

- 1–4 employees
- 4–9 employees
- 10–19 employees
- 20–49 employees
- 50–99 employees
- 100–249 employees
- 250–499 employees
- 500–999 employees
- 1,000–4,999 employees
- 5,000–9,999 employees
- 10,000 + employees

Company revenue/sales volume
Business Executives (B2B) > Company Revenue/Sales Volume >

Audiences indicates business sales volume:

- $1–$499,999
- $500,000–$999,999
- $1,000,000–$2,499,999
- $2,500,000–$4,999,999
- $5,000,000–$9,999,999
- $10,000,000–$19,999,999
- $20,000,000–$49,999,999
- $50,000,000–$99,999,999
- $100,000,000–$499,999,999
- $500,000,000–$999,999,999
- $1 billion +

Industry
Financial FLA Friendly > Ability to Pay >

Consumers that are likely to work in the following types of businesses:

- Agriculture, forestry, and fishing
- Construction
- Finance, insurance, and real estate
- Manufacturing
- Mining
- Public administration and government
- Retail trade
- Services
- Transportation, communications, electric, gas, and sanitary services
- Wholesale trade

Executive title
Financial FLA Friendly > Income >

Consumers that are likely to have the following business titles:

- Chief level executive (CEO, COO, CTO, CIO, CFO)
- Executive/Management
- Finance
- IT/Technical
- Marketing
- Other business executive
- Owner
- Professional/Sales

Work from home (WFH)
Financial FLA Friendly > Debt to Income Ratio >

This audience indicates if a business is likely run out of the home (work at home).

Occupation

Occupation
Consumer Behavior >

Consumers who are likely to work within the following professions and industries:

- Construction/Mining
- Education
- Essential workers
- Government
- Healthcare/Social Services
- QSR/Restaurants
- Retail
- Small business owners
- Travel and hospitality

Consumer Behavior

Home office/business
Purchase Transactions > Home Office/Business >

Households that have are spenders and high spenders on business and home office furniture and supplies.

New job
Social Media > New Job >

Social media-based model reporting a consumer's individual propensity to start a new job based on using terms such as "starting a new job" or "#newjob" on social media.

Business travelers
Retail Shoppers: Purchase Based > Shopper Behavior > Business Travelers:

Likely business travelers based on a combination of known credit/debit transactions and advanced modeling to ensure the highest propensity to purchase in the future.

- Domestic
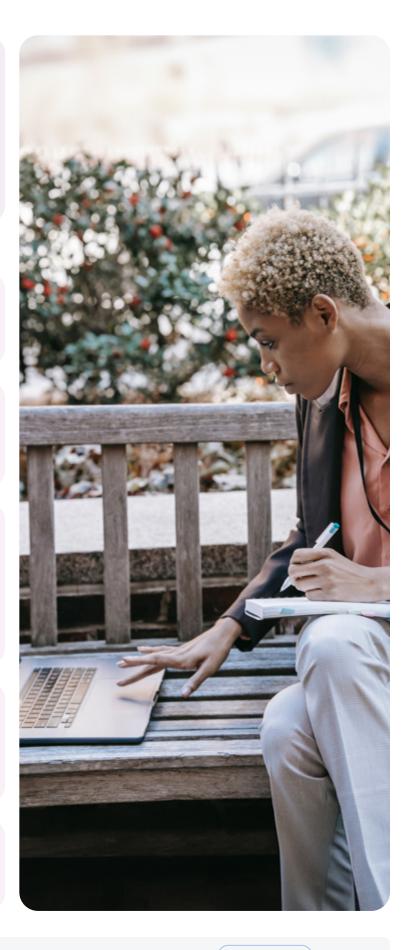- Frequent spend

Telecommuters and SOHO
Retail Shoppers: Purchase Based > Shopper Behavior > Telecommuters and SOHO (Small Office/Home Office) >

Likely telecommuter/SOHO high spenders at office supply stores based on a combination of known credit/debit transactions and advanced modeling.

Online Job Seekers
Lifestyle and Interests (Affinity) > In-Market >

Consumers who are likely navigating the internet for career opportunities across various sectors.

Improve engagement by refining your audience

Demographics

These audiences help refine your targeting with relevant household demographic attributes.

Example audiences
- Education
- Age
- Geography

Mobile Location

Gives you the ability to add another intent trigger, physical location to your audiences.

Example audiences
- College students
- e-Vehicle charging station visitors

Lifestyle and Interests

Great audiences to layer in additional behaviors and interest to refine your audience.

Example audiences
- At-Home: Families
- Activities and entertainment
- Art and entertainment
- Charitable causes
- Ad responders

Where to activate

Check out our media destination guide to see where Experian audiences are readily available on the shelf for your next digital and TV campaign.

See full destination list →

A few examples of our destinations

CADENT

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theTradeDesk

yahoo!

Have you considered adding the following?

Mosaic®

Mosaic, a proprietary data source from Experian, is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into unique types and groups that provide a 360-degree view of consumers' choices, preferences, and habits.

TrueTouch℠

TrueTouch, a proprietary data source from Experian, is a data-driven content and contact engagement solution that empowers brands to pair the perfect messaging styles with the right channels and call to actions to deliver a personalized experience to your best customers.

Don't see what you are looking for?

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Energy and Utility audiences

Energy and utility audiences give brands that promote a green and sustainable lifestyle options to reach consumers based on their views toward green technologies. Experian's auto, mobile location, lifestyle and interest, and demographic audiences offer brands with great options to reach their target green buyer.

Example use cases

An electric utility company wants to find electric vehicle owners to make them aware of their program to vary electric rates by time of day (consumers can save on energy and reduce the burden on the power grid by charging overnight).

A solar energy company targets households in-market for solar panels with ads to get a free quote.

Energy and Utility audience categories

Auto

Experian uses insights from Experian's

North American Vehicle database, which contains information on title registrations, mileage readings, and key vehicle events to find consumers who are owners or in-market for green vehicles.

Benefits:

- Access 46 audiences to reach consumers who are in-market for green vehicles.
- Built from our North American Vehicle database that covers 900 million vehicles in the United States.

GreenAware

Find consumers with different attitudes toward environmental issues, including those that have negative perceptions of the green movement.

Based on consumer survey data enhanced with other attributes from Experian Marketing Data.

Benefits:

- Audiences combine attitudes, opinions, lifestyle, buying behavior, and media usage into one segment.
- Audiences are built from unique Experian sources including Auto Market Statistics (AMS), Census Area Projections & Estimates (CAPE), and Premier Summarized Credit Statistics (PSCS).

Take a deeper look at our audiences

Auto

In-market make and model
Autos, Cars and Trucks > In Market- Make and Models >

Consumers who are likely in-market to buy the following brands, and their models, in the next 180 days:

- Hyundai Ioniq
- Nissan Leaf
- Tesla Model 3
- Tesla Model S
- Tesla Model X
- Toyota Prius Prime

Fuel type
Autos, Cars and Trucks > In Market- Fuel Type >

Consumers who are in-market for the following fuel types:

- Alternative fuel plug-in hybrid electric vehicles (PHEV)
- Electric
- Electric car
- Electric CUV SUV
- Electric luxury
- Electric non-luxury
- Hybrid
- Used alternative fuel
- Used alternative fuel CUV SUV
- Used alternative fuel luxury
- Used alternative fuel non-luxury
- Used alternative fuel truck
- Used electric
- Used hybrid
- Used PHEV

In-market switchers
Autos, Cars and Trucks > In Market Switchers>

Predicts if consumers are likely to switch to a new green vehicle type:

- Alternative fuel
- Electric
- Electric CUV SUV
- Electric luxury
- PHEV

Ownership fuel
Autos, Cars and Trucks > Ownership-Fuel >

Consumers who are likely to currently own based on fuel type:

- Alternative fuel CUV SUV
- Alternative fuel PHEV
- Alternative fuel truck
- Electric
- Electric car
- Electric CUV SUV
- Electric luxury
- Electric non-luxury
- Hybrid

Ownership switchers
Autos, Cars and Trucks > Ownership Switchers >

Consumers who have likely switched to an alternative fuel vehicle:

- Alternative fuel
- Electric
- PHEV

Ownership make and model
Autos, Cars and Trucks > Ownership-Make and Models >

Predicts the likelihood for the consumer to own the following models:

- Hyundai Ioniq
- Nissan Leaf
- Tesla Model 3
- Tesla Model S
- Tesla Model X
- Toyota Prius Prime

GreenAware
GreenAware >

Behavioral Greens
Consumers who are likely to think and act green. They have negative attitudes towards products that pollute and incorporate green practices on a regular basis.

Potential Green
Consumers who are not likely to neither behave nor think along particularly environment conscious lines and remain on the fence about key green issues.

Think Green
Consumers who are likely to think green but do not necessarily follow through on those beliefs with green actions.

True Browns
Consumers who are not likely environmentally conscious. True Browns may have negative attitudes about the environment and the green movement.

Improve engagement by refining your audience

Demographics

These audiences help refine your targeting with relevant household demographic attributes.

Example audiences
- Age
- Household income
- Education
- Homeowner

Mobile Location

Gives you the ability to add another intent trigger, physical location to your audiences.

Example audiences
- Auto dealerships
- Electronic stores
- E-vehicle charging stations

Lifestyle and Interests

Great audiences to layer in additional behaviors and interest to refine your audience.

Example audiences
- In-market solar energy
- Luxury home good buyer behavior
- Informed consumer

Where to activate

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Financial audiences

Reach consumers based on online and offline financial behaviors. Experian offers various audience categories to target the best prospects based on profitability, approval rates, response rates, so you can understand their financial attitudes and spending ability.

This data is excellent for financial and insurance institutions looking to reach consumers meeting their product's requirements. Experian's finance audiences can also be used by retailers, automotive and any other brand where lending is a consideration in the purchase.

Example use cases

Reach ideal consumers for your new store credit card by combining finance, lifestyle and interest audiences, and create a campaign that reaches loyalty card users with a high discretionary spend.

Engage consumers for Invitation to Apply (ITA) prospecting marketing for any financial service such as banking/deposits, credit card, mortgage, auto loan, and refinancing, utilizing Fair Lending Act friendly audiences.

Finance audiences categories

Fair Lending Act (FLA) friendly audiences[1]

Experian uses our advanced statistical analytics to combine de-identified consumer credit data, aggregated credit data, area-level characteristics, and other data attributes available from Experian Marketing Data to create fair lending act friendly audiences.

Benefits:

- Align product offers to the consumer's needs and quickly identify those consumers who are most likely to respond.
- Employ advanced statistical validation and monitoring to ensure ongoing performance.

Financial Personalities audiences

Experian, in partnership with First Manhattan Consulting Group (FMCG), uses primary research conducted on over 25,000 U.S. households in combination with other data attributes available from Experian Marketing Data to create behavioral audiences specific for finance.

Benefits:

- Target consumers based on profitability, approval, and response rates.
- Refine audiences based on profitability.
- Cross-sell and market to existing and prospective customers who are likely to have a higher lifetime value.

Profitability Scored Audiences

Experian uses advanced statistical analytics to combine de-identified aggregated credit data, area level characteristics and other Experian Marketing Data attributes to create audiences scored based on their likelihood to have high approval rates and pay or perform on debts.

Benefits:

- Understand a consumer's financial attitudes and ability to spend.
- Understand how households save and how they interact with retail financial services companies.
- Understand what consumers are and are not spending money on.

🔍 Take a deeper look at our audiences

Fair Lending Act friendly audiences

In-market
Financial FLA Friendly > In Market >

Consumers who are predicted to be in-market and will open a specific product type within the next 180 days:

- Auto
  - Auto loan refinance
  - Auto lease
  - Auto loan
- Credit Cards
  - Credit card
  - Bankcard no limit
  - Retail bankcard
  - Bankcard revolving
- Home
  - Home equity
  - First mortgage
  - New mortgage
  - Mortgage refinancing
  - Second mortgage
- Personal Loans
  - Personal installment loan
  - Personal unsecured loan
  - Personal loan consolidated
- Retail installment trade
- Retail revolving trade
- Student new loan
- Buy now pay later

Income
Financial FLA Friendly > Income >

Predicts the likelihood of the income for the household:

- $1,000 to $24,999
- $25,000 to $34,999
- $35,000 to $49,999
- $50,000 to $74,999
- $75,000 to $99,999
- $100,000 to $149,999
- $150,000 +

Balance and bankcard
Financial FLA Friendly > Credit Card Balance 12 Mos >
Financial FLA Friendly > Credit Card Balance Transfer Amt >

Audiences that predict a consumer's propensity for balance transfer and their bankcard insights:

- 12 Months
  - $1 to $1,999
  - $2,000 to 2,999
  - $3,000 to $3,999
  - $4,000 to $4,999
  - $5,000 to $5,999
  - $6,000 to $6,999
  - $7,000 to $7,999
  - $8,000 to $8,999
  - $10,000 +
- Balance Transfer Amount
  - $1 to $2,499
  - $2,500 to $2,999
  - $3,000 to $3,249
  - $3,250 to $3,499
  - $3,500 to $3,999
  - $4,000 to $4,499
  - $4,500 to $4,999
  - $5,000 to $5,999
  - $6,000 +

Loan type
Financial FLA Friendly > Mortgage Loan Age > Financial FLA Friendly > Equity Loan Age > Financial FLA Friendly > Student Loan Age >

These segments predict the age of a loan based on the origination time frame. Audiences are available for multiple time increments from less than four years to up to 12 years:

- Mortgage loan age
  - Less than 4 years
  - 5 years
  - 6 years
  - 7 years
  - 8 years
  - 9 years
  - 10 years
  - 11 to 12 years
- Equity loan age
  - Less than 6 years
  - 7 to 8 years
  - 9 years
  - 10 years
  - 11 years
  - 12 + years
- Student loan age
  - Less than 5 years
  - 6 years
  - 7 years
  - 8 years
  - 9 years
  - 10 years
  - 11 years
  - 12 years
- Has an existing loan
- Paid off a loan

Debt to income ratio
Financial FLA Friendly > Debt to Income Ratio >

Predicts the current debt situation for a household. Ratios are available in ranges from 1% to over 101%:

- 1% to 20%
- 21% to 35%
- 36% to 45%
- 46% to 60%
- 61% to 75%
- 76% to 85%
- 86% to 100%
- 101% +

Ability to pay
Financial FLA Friendly > Ability to Pay >

Predicts the likelihood the consumer will be able to pay their debt. Segments are broken out by credit score range:

- Score range 600 and less
- Score range 601 to 640
- Score range 641 to 660
- Score range 661 to 690
- Score range 691 to 720
- Score range 721 to 740
- Score range 741 to 760
- Score range 761 to 780
- Score range 781 +

Fair Lending Act friendly audiences cont.

Current Home Value
Housing Attributes > Current Home Value >

Predicts the current home value of consumers living in a household

- $40,000–$59,999 (FLA / Fair Lending Friendly)
- $60,000–$79,999 (FLA / Fair Lending Friendly)
- $80,000–$99,999 (FLA / Fair Lending Friendly)
- $100,000–$119,999 (FLA / Fair Lending Friendly)
- $120,000–$139,999 (FLA / Fair Lending Friendly)
- $140,000–$159,999 (FLA / Fair Lending Friendly)
- $160,000–$199,999 (FLA / Fair Lending Friendly)
- $200,000–$249,999 (FLA / Fair Lending Friendly)
- $250,000–$349,999 (FLA / Fair Lending Friendly)
- $350,000–$499,999 (FLA / Fair Lending Friendly)
- $450,000–$749,999 (FLA / Fair Lending Friendly)
- $750,000–$999,999 (FLA / Fair Lending Friendly)
- $1,000,000+ (FLA / Fair Lending Friendly)

Financial Personalities audiences

Insurance financial personality
Financial Personalities > Insurance Financial Personality >

Audiences to help understand a consumer's behavior and confidence in their ability to find the right life insurance:

- Confident, self-directed planner
- Engaged advice seeker
- Insurance averse
- Reluctant insurance skeptic
- Secure agent-oriented loyalist
- Uninterested

Credit card personality
Financial Personalities > Credit Card Financial Personality >

Used to identify consumers based on their credit card usage and behaviors:

- Complacent card user
- Credit seeking card switcher
- Loyal rewards enthusiast
- Reluctant user
- Uninterested

Deposits financial personality
Financial Personalities > Deposits Financial Personality >

These audiences include consumers who are likely to look for bank offers based on their spending behaviors:

- Conservative branch banker
- Demanding advice seeker
- Hesitant borrower
- Self-directed diversifier
- Uninterested

Investments financial personality
Financial Personalities > Investments Financial Personality >

Audiences to help understand a consumer's comfort and behaviors with making financial investments:

- Broker-reliant delegator
- Cautious investing novice
- Price sensitive, self-directed investor
- Savvy sound-board seeking investor
- Skeptical, fund-oriented investor

Home equity financial personality
Financial Personalities > Home Equity Financial Personality >

Audiences to help understand a consumer's home equity circumstances and behaviors:

- Hesitant borrower
- Home equity averse skeptic
- Home equity enthusias
- Secure, savvy credit users
- Uninterested

Mortgage financial personality
Financial Personalities > Mortgage Financial Personality >

Audiences to help understand a consumer's behavior and preferences with mortgages:

- Advice seeking refinancer
- Conservative, bank loyalist
- Disciplined, passive borrower
- Secure, active refinancer
- Uninterested

Profitability Scored audiences

Investment balances
Consumer Financial Insights > Investment Balances >

Audiences that include consumers who have an investment balance in six total tiers with Tier 1 being the highest, and Tier 6 being the lowest.

Net asset score
Consumer Financial Insights > Net Assets Score (Net Worth) >

Predict a consumers likely net asset score ranging from less than $25,000 to over $5,000,000.

Mortgage refinance
Consumer Financial Insights > Mortgage Refinance >

Predicts the likelihood the consumer is to refinance their mortgage.

- Extremely likely to refinance
- Highly likely to refinance
- Very likely to refinance
- Somewhat likely to refinance
- Likely to refinance
- Somewhat unlikely to refinance
- Very unlikely to refinance
- Highly unlikely to refinance

Discretionary Spend
Consumer Financial Insights > Discretionary Spend

Predicts annual discretionary spend for the category listed in the audience.

- Clothing/Apparel
- Dining out
- Donations
- Education
- Total

Household deposits/balances
Consumer Financial Insights > Household Deposits/Balances >

Audiences that include households that have bank deposits balance in six total tiers with Tier 1 being the highest, and Tier 6 being the lowest.

Investable assets
Consumer Financial Insights > Investable Assets >

Audiences that include consumers who have available investable assets in seven total tiers with Tier 1 being the highest, and Tier 7 being the lowest.

Improve engagement by refining your audience

Demographics

These audiences help refine your targeting with relevant household demographic attributes.

Example audiences
- Length of residence
- Homeowner
- Renter
- Presence of children

Mobile Location

Gives you the ability to add another intent trigger, physical location to your audiences.

Example audiences
- Visit financial institutions

Lifestyle and Interests

Great audiences to layer in additional behaviors and interest to refine your audience.

Example audiences
- Loyalty card
- Presence of automobile
- Credit card revolver
- Premium store credit card user
- Investor
- Online banking

Where to activate

Check out our media destination guide to see where Experian audiences are readily available on the shelf for your next digital and TV campaign.

See full destination list →

A few examples of our destinations

CADENT

Snap Inc.

theTradeDesk

yahoo!

Have you considered adding the following?

Mosaic®

Mosaic, a proprietary data source from Experian, is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into unique types and groups that provide a 360-degree view of consumers' choices, preferences, and habits.

TrueTouch℠

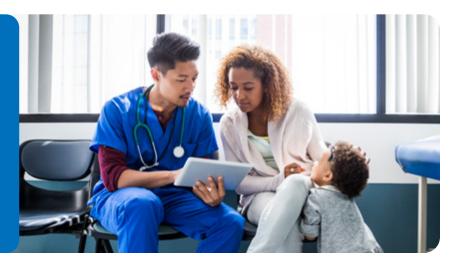TrueTouch, a proprietary data source from Experian, is a data-driven content and contact engagement solution that empowers brands to pair the perfect messaging styles with the right channels and call to actions to deliver a personalized experience to your best customers.

Don't see what you are looking for?

Contact us to have a custom audience or model created for you based on your business needs.

Health audiences

Experian's health audiences use retail data to provide insight into health-related purchases and behaviors. Our lifestyle and interest data also includes many audiences that provide insight into healthy lifestyle habits.

Example use cases

A beverage brand is launching a new protein infused electrolyte drink. To reach their target audience they use the shopper behavior audience 'Gyms, exercise, and fitness clubs' alongside a mobile location audience 'Frequent gym goers' to reach consumers with a healthy lifestyle.

A brand is launching a new micro-nutrient meal plan, and to reach their target audience they target transaction audience 'Health and fitness' with a shopper behavior audience 'vitamins and supplements' to reach consumers with a healthy diet.

Health audience categories

Transaction Data

Compiled from consumers that opt-in to report all transactions including credit, cash, online and offline. This data is then aggregated at the household level.

The data is sourced from over 500 brands that span across over 25 categories.

Purchase based data is best used to reach consumers most likely to purchase based on actual purchase history.

Benefits:

- Access highly accurate data built from actual purchases.
- Enables 1:1 deterministic targeting.
- Leverages consumer opt-in transactions from both offline and online purchases.

Predictive Audiences

Experian uses our data expertise with our predictive technology to identify consumers most likely to make a purchase.

These predictive audiences use multiple data sources to identify consumers based on their expected spend across 37 purchase-based categories.

Predictive audiences provide a broad view into household purchase and payment trends.

Benefits:

- Uses a foundation of purchase-based data to create expanded and predictive audiences.
- Enables brands to target consumers based on their likelihood to purchase in the next 12 months.

Health data categories continued

Shopper Behavior

Shopper behavior audiences are best used to reach consumers based on tactical shopper behaviors and patterns based on known purchase data.

Data is sourced from over 500 merchants brands representing about 300 transactions per month.

Benefits:

- Balance accuracy and scale.
- Built on a foundation of historical purchase data to expand and categorize data.

🔍 Take a deeper look at our audiences

Transaction Data

Health and fitness
Purchase Transactions > Health and Fitness >

Household that spend on general health and nutrition merchandise, vitamins, supplements, self-treatment, books and magazines related to healthy living.

Predictive Audiences

Nutraceuticals, bioceuticals and supplements
Purchase Transactions > Nutraceuticals, Bioceuticals and Supplements >

Households that buy nutrients, dietary supplements, vitamins and herbal products.

Active Insurance Shoppers
Purchase Predictors > Shoppers All Channels >

Households that are likely in-market shopping for health and life insurance.

Shopper Behavior

Health and fitness
Retail Shoppers: Purchase Based > Health and Fitness >

Households that are likely high or frequent spenders at health and fitness related retailers.

- Gyms, exercise, and fitness clubs
- Hair salons and barber
- Healthy food meal kit service
- Massage spenders
- Premade healthy meals weight loss
- Personal health
- Vitamins and supplements

Improve engagement by refining your audience

Demographics

These audiences help refine your targeting with relevant household demographic attributes.

Example audiences
- Presence of children
- Baby boomers
- Household income
- Grandparents
- Occupation

Mobile Location

Gives you the ability to add another intent trigger, physical location to your audiences.

Example audiences
- Frequent gym goers

Lifestyle and Interests

Great audiences to layer in additional behaviors and interest to refine your audience.

Example audiences
- Fitness enthusiast
- Healthy living
- On a diet
- Healthy holistic
- Trusting patients
- Invincibles

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Political audiences

Political audiences from Experian provide marketers with insight into the party affiliations and unique viewpoints on key political issues of your consumers. The audiences go beyond affiliations and provides insights into the political opinions of your consumers to help you target your audience more effectively, develop more relevant messaging, and prospect with more confidence.

Example use cases

A health insurance company offering a new low entry point can use our 'Unconnected; Unregistered' political audience to reach young hard-working individuals who are striving for a better standard of living.

A CPG company with a premium bio-based product can use our Political Persona audience to reach Green Traditionalists who have strong beliefs about protecting the environment.

Political audience categories

Political Affiliation

Provides marketers with insight into consumer party affiliations.

These audiences are built off voter registration data and are combined with other attributes from Experian Marketing Data to create audiences on political affiliation.

Benefits:

- Built on a foundation of registration data that uses our advanced statistical models to provide scale.
- Privacy by design. These highly accurate models are validated by our audience team to ensure precise targeting.

Political Personas

Provides insight into the unique viewpoints of consumers on key political issues.

This data was sourced from ZIP and county level voter data and combined with other attributes from Experian Marketing Data, to predict the probability of belonging to a political party.

Benefits:

- Scalable audience that provides 100% coverage to Experian's universe.
- Privacy by design. These highly accurate models are validated by our audience team to ensure precise targeting.

Relevant ballot initiative audiences

Reach consumers based on attitudes and behaviors related to key ballot measures. Refine your target by using audiences based on past purchases, mobile visitation, media consumption and more.

Benefits:

- Over 240 politically relevant audiences to reach constituents with the right message.
- Audiences pulled from 15 data categories giving you a 360-degree view of you consumers.

🔍 Take a deeper look at our audiences

Political affiliation

Political affiliation
Politics > Political Affiliation >

Consumers who are likely to be included in the political parties below:

- Democrat
- Independent/other
- Republican
- Unregistered

Political personas

Political personas
Politics > Political Personas >

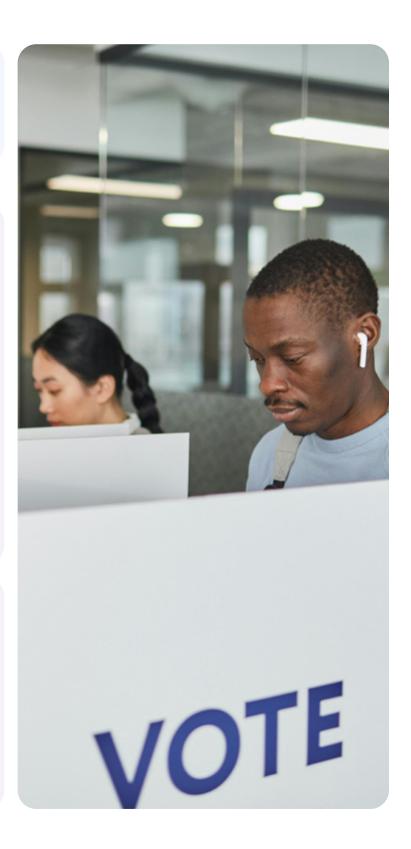Predicts consumers perspectives on political issues.
Personas outlined below:

- Moderate Republicans
- Political unregistered liberal leaning committed Republicans
- Committed Democrats
- Liberal leaning independents
- Political leaning conservatives
- Moderate Democrats
- Political unregistered
- Conservative leaning
- Conservative leaning independent
- Political leaning liberals
- Democrat leaningcounties
- Political affiliation switcher counties
- Political battleground counties (general)
- Republican leaning counties
- House battleground political districts (congressional districts)
- Independent leaning counties

Political News Consumption Behaviors
Politics > Lifestyle and Interest >

Consumers in these audiences have shown online activity consuming political news topics on the following channels/networks::

- Fox political news viewers
- CNN political news viewers
- Mass media political news viewers
- Political media news viewers
- Conservative political news viewers
- Liberal political news viewers
- Religious media political news viewers
- Spanish language political news viewers

Relevant ballot initiative audiences:
Politically relevant audiences that can influence decisions

Personal Views
Understand a consumer's personal views around family, their social and work life. Taxonomy path of audience:

Psychographic/Attitudes > Personal Views >

Charitable causes
Understanding where consumers are actively donating to charitable causes paints a clear picture into their political interests. Taxonomy paths of audiences:

• Lifestyle and Interests (Affinity) > Charitable Causes >

Demographics
Demographics play a critical role in voter opinions with presence of children, age, and household income influencing decisions at the polls. Taxonomy paths of audiences:

• Geo-Indexed > Demographics >
• Demographics > Education >
• Demographics > Marital status >
• Demographics > Household Income (HHI) >
• Demographics > Ages >
• Demographics > Homeowners/Renters >
• Lifestyle and Interests (Affinity) > Moms, Parents, Families >
• Demographics > Presence of Children >

Ballot initiative support
From military to fishing and hunting, understanding consumer interest and their attitudes toward topics like renewable technologies are key indicators of ballot initiative support. Taxonomy paths of audiences:

• Lifestyle and Interests (Affinity) > Occupation > Military
• Lifestyle and Interests (Affinity) > Activities and Entertainment >
• Travel Intent > Activities >
• Lifestyle and Interests (Affinity) > Hobbies >
• GreenAware >
• Psychographic/Attitudes > Shopping Behavior >
• Consumer Behaviors > At-Home:

Finance
Income and large financial decisions often trigger changes in perspective and influence voter behaviors. Taxonomy paths of audiences:

• Financial FLA Friendly > Income >
• Financial FLA Friendly > In Market

Where to activate

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See full destination list →

A few examples of our destinations

CADENT

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yahoo!

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Retail and CPG audiences

Experian's data covers all major categories including apparel, home, technology, and more. Experian uses our expertise in data privacy and validation to ensure the accuracy of all audiences and attributes.

This data is great for retailers, retail media networks, CPG, technology, and telecommunications when used with other verticals to better understand your customers.

Example use cases

Target households based on previous purchases for complementary products within a category. For example, target health, fitness, and gym goers for a line of protein shakes.

Use purchase predictors to expand or reach new audiences. For example, an apparel brand is launching a new women's apparel line, Predictive audiences "women's apparel" audience can support reaching new audiences within the category.

Retail data categories

Transaction Data

This is compiled from consumers that opt-in to report all transactions including credit, cash, online, and offline. This data is then aggregated at the household level.

The data is sourced from over 500 retail brands that span across over 25 retail categories.

Transaction data is best used to reach consumers based on known purchases.

Benefits:

- Access highly accurate data built from actual purchases.
- Enables 1:1 deterministic targeting.
- Uses consumer opt-in transactions from both offline and online purchases.

Shopper Behavior

Shopper behavior audiences is are best used to reach consumers based on tactical shopper behaviors and patterns based on known purchase data. Experian identifies shopper patterns over time based on the sourced purchase-based data.

Data is sourced from over 500 merchant brands representing about 300 million transactions per month.

Benefits:

- Balance accuracy and scale.
- Built on a foundation of historical purchase data to expand and categorize data.

Retail data categories continued

Predictive Audiences

Experian® uses our data expertise with our predictive technology to identify consumers most likely to make a purchase.

These predictive audiences use multiple data sources to identify consumers based on their predicted spend across 37 purchase-based categories.

Predictive audiences provide a broad view into household purchase and payment trends.

Benefits:

- Uses a foundation of purchase-based data to create expanded and predictive audiences.
- Enables brands to target consumers based on their likelihood to purchase in the next 12 months.

Take a deeper look at our audiences

Transaction Data

Spenders
Purchase Transactions >

Households that purchase within the following categories:

- Books/Reading
- Children's products
- Clothing and apparel
- Collectibles
- Cooking products
- Crafts
- Craft and Hobby
- DIY and advice seekers
- Education
- Female apparel
- Games
- History
- Hobbies and interests

- Holidays
- Home and garden
- Home decor
- Home improvement
- Home office/business
- Household goods
- Jewelry
- Lifestyle and media influenced
- Male apparel
- Pets
- Science and Nature
- Sports and Fitness

High spenders
Purchase Transactions >

Households that have higher spend within the following categories:

- Children's products
- Clothing and apparel
- Cooking products
- Craft and Hobby
- DIY and advice seekers
- Female apparel
- Games
- Home and garden

- Home decor
- Home improvement
- Home office/business
- Household goods
- Payment type
- Pets
- Sports and Fitness
- Science and Nature

Recent spenders
Purchase Transactions > Cooking Products >

Households that have spent within the last 12 months on cooking-related products.

Frequent spenders
Purchase Transactions >

Households that are more frequent purchasers within the following categories:

- Children's products
- Clothing and apparel
- Cooking products
- Crafts
- Craft and Hobby
- Female apparel

- Games
- Home improvement/DIY
- Household goods
- Pets
- Science and Nature
- Sports and Fitness

Payment Type
Purchase Transactions > Payment Type >

Households that are either cash or credit card buyers based on consumer-reported transactions within the last 24 months.

Transaction Data continued

Shopping
Purchase Transactions > Shopping >

Households that are either in store or online buyers based on consumer-reported transactions within the last 24 months.

Resale Ticket Buyers
Retail Shoppers: Purchase Based > Lifestyle and Interests >

Consumers who purchase resale tickets for events.

Shopper Behavior

All channels, online and in-store shoppers
Retail Shoppers: Purchase Based > Shoppers All Channels >
Retail Shoppers: Purchase Based > Online Shoppers >
Retail Shoppers: Purchase Based > In Store Shoppers >

Consumers who have a high propensity to make a purchase across the following categories – available across all channels, online and in-store:

- Accessories
- Active outdoors – Hard goods
- Active outdoors – Soft goods
- Apparel
- Computers
- Electronics and gadgets
- E-Motion Riders E-Scooters E-Bikes E-Skateboards
- Enthusiasts
- Food and beverages
- Furniture
- General/Misc• Hobbies and entertainment
- Home décor
- Home domestics
- Home maintenance
- Home office
- Kitchen
- Lawn and garden
- Outdoor living
- Overall
- Pets
- Seasonal Products
- Shoes
- Toys
- Wilderness sports and camping

Department stores
Retail Shoppers: Purchase Based > Shopping Behavior > Department Store

Household identified as likely spenders at department stores segments available for both bargain hunters and luxury: high end buyers.

Shopping Behavior
Retail Shoppers: Purchase Based > Shopping Behavior >

Likely shoppers based on a combination of known credit/debit transactions and predictive behaviors to ensure the highest propensity to purchase:

- Arts & crafts
- Baby products
- Big-box electronics
- Consumer electronics
- Children's stores
- Children & family
- Discount/Dollar stores
- Florists & flower gifts
- Foodies
- Home decorations
- Thrift store
- Jewelry & watches
- Mattresses
- New movers
- New online retail shoppers
- Outdoor enthusiasts
- Telecommunications
- Big box and club stores
- Children Toys
- Department store
- Gift shoppers
- Disney fans

Clothing and apparel
Retail Shoppers: Purchase Based > Apparel >

Households that are frequent spenders, high spenders or general spenders for clothing and apparel based on known purchases within the last 24 months.

Technology/Telecom
Retail Shoppers: Purchase Based > Technology/Telecom >

Households that are frequent spenders, high spenders, or general spenders in computers/ software or in wireless.

Home improvement and DIY
Retail Shoppers: Purchase Based > Home Improvement & DIY >

Households that purchase at home improvement and DIY stores broken out by online and in store shoppers for the following categories:

- Furniture & home décor
- Garden & land scaping
- Hardware & home improvement

Pets
Retail Shoppers: Purchase Based > Pets >

Households that are buyers of pet and animal related products available by frequent spenders, high spenders, and general spenders.

Shopper Behavior continued

Seasonal: Holiday
Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers:

Likely shoppers during the holiday season for the following categories:

- Apparel
- Big box/ Club stores
    - Amazon
    - Costco
    - Sams
    - Walmart
- Children's stores
- Consumer electronics
- Department stores
- Discount holiday shoppers
- Gift shoppers
- High Spenders
- Last minute shoppers
- Luxury department stores
- Luxury gifts
- One stop holiday shoppers
- Post Holiday
- QVC/HSN
- Sporting goods

Seasonal: Black Friday
Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers:

Likely shoppers for Black Friday and Cyber Monday.

- Black Friday
- Black Friday big box club stores
- Black Friday online shoppers
- Cyber Monday
- Cyber Monday big box club stores

Seasonal: Back-to-School
Retail Shoppers: Purchase Based > Seasonal > Back to School:

Likely during the back to school season broken out by school stages - PreK, Elementary, Middle School, High School - and includes the following:

- Apparel
- Supplies
- Moderate Spend
- High Spend

Seasonal: Summer sales
Retail Shoppers: Purchase Based > Seasonal > Summer Sales Event Shoppers:

Segments of high spenders during Fourth of July, Labor Day or Memorial day.

Seasonal: New Years
Retail Shoppers: Purchase Based > Seasonal > New Year's

Likely high spenders or frequent purchases during New Years across the following categories:

- Health/Fitness/Gym
- Food/Healthy food
- Pre-made meals
- Vitamins/Diet Supplements

Seasonal
Retail Shoppers: Purchase Based > Shoppers All Channels >

High spenders or frequent purchasers at strategic retailers based on the following seasonal events:

- Valentine's Day – Gift and jewelry stores
- Father's Day – Department, electronic, and sports stores
- Tax preparation
- Mother's Day – Gift and jewelry stores

Seasonal: Fathers, Mothers and Valentines Day
Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers:

Likely shoppers for Fathers day, Mothers Day and Valentines Day

- Fathers Day – Locations
- Fathers Day – Purchases
- Mothers Day – Locations
- Mothers Day – Purchases
- Valentines Day – Locations
- Valentines Day – Purchases

Home furnishings
Retail Shoppers: Purchase Based > Home Furnishings >

Households that are spenders at furniture and home decor stores across deals discounts and luxury high end categories.

Sporting goods, apparel
Retail Shoppers: Purchase Based > Sporting Goods, Apparel >

Households that are spenders in the sporting goods category, available from general sporting goods, golf equipment, athleisure sportswear, pickleball enthusiast and high end shoppers.

Seasonal
Retail Shoppers: Purchase Based > Shoppers All Channels >

High spenders or frequent purchasers at strategic retailers based on the following seasonal events:

- Valentine's Day – Gift and jewelry stores
- Father's Day – Department, electronic, and sports stores
- Tax preparation
- Mother's Day – Gift and jewelry stores

Shopper Behavior continued

QSR and Dining
Retail Shoppers: Purchase Based > Food and Drink >

Consumers who are likely to be visitors or frequent spenders at casual dining, fast food and other quick service restaurants.

- Dinner QSR Visitors
- Lunch QSR Visitors
- Breakfast QSR Visitors
- Fast Food/QSR Mexican Frequent Spenders
- Coffee Frequent Spenders
- Fast Food/QSR Subs and Sandwich Frequent Spenders
- Fast Food/QSR Pizza Frequent Spenders
- Fast Food/QSR Ice Cream Frequent Spenders
- Fast Food/QSR Frequent Spenders
- Fast Food/QSR Chicken Frequent Spenders
- Fast Food/QSR Burger Frequent Spenders
- Casual Dining Frequent Spenders
- Casual Dining Breakfast Frequent Spenders

Purchase Predictors

Shoppers all channels
Purchase Predictors > Shoppers All Channels >

Consumers who are likely to purchase across all channels:

- Accessories
- Active Outdoors Hard Goods
- Active Outdoors Soft Goods
- Apparel
- Books
- Children's Products
- Collectibles
- Computers and Software
- DIY
- Education and Early Learning
- Electronics and Appliances
- Fashionistas
- Furniture and Mattresses
- General Retail and Bargain
- Health insurance shoppers
- Hobbies and Crafts
- Home Décor
- Home Domestics
- Home Maintenance and Improvement
- Household Goods
- Kitchen and Cooking
- Life insurance shoppers
- Luxury
- Men's Apparel and Grooming
- New pet owners
- Outdoor Living
- Pets
- Pet insurance shoppers
- Science and Nature Products
- Seasonal Holidays
- Shoes
- Toys
- Womens Apparel and Beauty

Improve engagement by refining your audience

Demographics

These audiences help refine your targeting with relevant household demographic attributes.

Example audiences
- Presence of children
- Home owner
- Household income
- Gen Xers

Mobile Location

Gives you the ability to add another intent trigger, physical location to your audiences.

Example audiences
- Big box shoppers
- Father's Day shoppers
- Mall shoppers
- Young women's retail shoppers

Lifestyle and Interests

Great audiences to layer in additional behaviors and interest to refine your audience.

Example audiences
- Arts and crafts
- Avid runners
- Boating
- Dog owners
- Photography
- Play golf
- Video gamer

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Travel audiences

Travel audiences from Experian allow marketers to reach consumers based on data that considers their travel intent, purchase behaviors, and discretionary spend.

Example use cases

A five-star hotel and spa in Napa Valley wants to promote their property. They use multiple Experian audiences to find luxury travelers with relevant interests for the property (foodies, wine lovers, and spa-goers).

A Florida theme park targets frequent theme park visitors that do not have children in their household to promote mid-week winter deals to increase park visits while children are in school.

Travel audience categories

Travel intent

Travel intent gives insight into a consumer's likelihood to visit, their travel preference, and the activities they engage in while traveling, and more.

Data is sourced directly from consumers who have reported their travel preferences.

Benefits:

- 36 audience segments that can be used to understand consumer travel preferences.
- Direct opt-in consumer data.

Shopper behavior

Shopper behavior audiences are best used to reach consumers based on tactical shopper behaviors and patterns based on known purchase data.

Data is sourced from over 500 merchant brands that represent about 300 million transactions per month.

Benefits:

- Scalable audience that provides 100% coverage to Experian's universe.
- Privacy by design. These highly accurate models are validated by our audience team to ensure precise targeting.

Discretionary spend

Discretionary spend offers five levels of spend tiers that predict annual discretionary spend for travel.

These audiences are modeled based on primary market research and other data attributes from Experian Marketing Data.

Benefits:

- Understand what consumers are and are not spending money on.
- Understand how households intend to spend on travel related activities.

Travel intent

Activities
Travel Intent > Activities

Consumers that are likely to enjoy the following activities while traveling:

- Biking
- Boating
- Camping
- Culinary experience
- Fishing
- Golfing
- Hunting
- Nightlife
- Shopping
- Spa
- Professional sports events
- Tennis
- Touring sightseeing
- Volunteerism activities
- Water sports
- Winery Distillery Brewery tours
- Winter sports

Travel preference
Travel Intent > Travel Preferences

Consumers who are likely to have the following travel preferences:

- All suite hotel
- Beach/waterfront
- Eco-sustainable travel
- Resort
- Timeshare

Likelihood to visit
Travel Intent > Likelihood to visit

Consumers who are likely to enjoy the following points of interests while traveling:

- Amusement parks
- Historic sites
- Museums
- Parks
- Wildlife
- Zoo

Hotel preference
Travel Intent > Hotel Preference

Consumers who are likely to have the following hotel preferences:

- Best Western
- Choice hotels
- Hilton hotels
- Intercontinental Hotel Group hotels
- Marriot hotels
- Starwood hotels

Travel type
Travel Intent > Travel Type

Consumers who have traveled and stayed in a hotel for either business or leisure:

- Traveled for business in the last 12 months
- Traveled for leisure in the last 12 months

Shopper behavior

Air travel
Retail shoppers: Purchase Based > Travel >

Household spending patterns on purchasing air travel:

- Frequent spenders
- High spenders

Travelers
Retail shoppers: Purchase Based > Travel >

High spenders or frequent travelers for the following activities and travel types:

- Business travelers
  - Domestic
  - Frequent spend
- Vacation/Leisure travelers
  - Beach trips
  - Domestic trips
  - Economy–Midscale
  - Las Vegas Strip Visitors
  - Luxury
  - Summer trips
  - Spring break trips
  - Theme parks
  - Weekend getaways
  - Frequent spenders
  - High spenders

Cruise
Retail shoppers: Purchase Based > Travel >

Likely high or frequent spenders on hotels:

- Economy–Midscale
- Luxury
- Frequent spend
- High spend

Shopper behavior continued

Car rentals
Travel Intent > Activities

Likely spenders on car rentals:

• High spend
• Frequent spend

Ride share
Retail shoppers: Purchase Based > Travel>

Likely frequent spenders for ride share services.

Holiday Travel
Retail Shoppers: Purchase Based > Seasonal >

Consumers who are likely to travel during the holiday season including:

• Travel by train
• Travel by airline
• Travel by budget savvy arline

International Travel
Retail Shoppers: Purchase Based > Seasonal >

Consumers who are likely to travel internationally during the holiday or summer season:

• International travel
• Travel to Europe
• Travel to Asia

Summer Travel
Retail Shoppers: Purchase Based > Seasonal >

Consumers who are likely to travel during the summer

• Vacation/Leasure
• Budget savvy travel
• Summer airline travel

Budget Savvy Travel
Retail Shoppers: Purchase Based > Lifestyle and Interests >

Consumers who prefer cost-effective airline options, prioritizing affordability without compromising on travel experience

Discretionary spend

Discretionary spend
Consumer Financial Insights > Discretionary Spend >C

Predicts annual discretionary spend for travel:

• $1–$499
• $500–$1,999
• $2,000–$4,999
• $5,000–$9,999
• $10,000+

Improve engagement by refining your audience

Layer additional data onto your audience reach strategy with impactful triggers such as demographics, location, and lifestyle and interest behaviors.

Demographics

These audiences help refine your targeting with relevant household demographic attributes.

Example audiences
- Age
- Household Income
- Occupation
- Presence of children

Mobile Location

Gives you the ability to add another intent trigger, physical location to your audiences.

Example audiences
- Theme park visitors
- Sport event visitors
- Las Vegas strip visitors
- Ski resort visitors
- Summer break travelers

Lifestyle and Interests

Great audiences to layer in additional behaviors and interest to refine your audience.

Example audiences
- In-market travelers
- Hunters
- Sports enthusiasts
- Outdoor enthusiasts
- Travel frequency
- Cruise enthusiasts

Where to activate

Check out our media destination guide to see where Experian audiences are readily available on the shelf for your next digital and TV campaign.

See full destination list →

A few examples of our destinations

CADENT

Snap Inc.

theTradeDesk

yahoo!

Have you considered adding the following?

Mosaic®

Mosaic, a proprietary data source from Experian, is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into unique types and groups that provide a 360-degree view of consumers' choices, preferences, and habits.

TrueTouch℠

TrueTouch, a proprietary data source from Experian, is a data-driven content and contact engagement solution that empowers brands to pair the perfect messaging styles with the right channels and call to actions to deliver a personalized experience to your best customers.

Don't see what you are looking for?

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Specialty categories

Data used to refine your audiences by layering these datasets.

Demographic audiences

Demographic audiences from Experian provide marketers with the ability to tap into the accurate demographic data from Experian Marketing Data to refine audiences to meet a brand's target persona.

Our demographic audiences deliver insight into age, gender, income, and household attributes such as home ownership, presence of children in the household, and length of residence.

Example use cases

An auto brand is running a special on their minivans and would like to reach families with their advertising using our demographic audiences presence of children 0–3, 4–6, 7–9 to reach families with young children.

A retail brand has a new line of clothing geared toward mature women. They can use our demographic audiences 'females' and ages '40 – 64.'

Demographic audience categories

Demographic audiences from Experian, combine our advanced modeling capabilities with data sourced from public records, census, consumer surveys and other public information to create audiences across eight categories.

- Age
- Gender
- Marital Status
- Income
- Occupation
- Household size
- Household ownership
- Length of residence

🔍 Take a deeper look at our audiences

Generations
Demographics > Ages >
Consumers who are a part of the generations listed below:

- Baby Boomers
- Gen Xers
- Gen Y
  - Equity loan age
- Gender by generation
  - Female Baby Boomers
  - Female Gen X
  - Female Gen Y
  - Male Baby Boomers
  - Male Gen X
  - Male Gen Y

Gender
Demographics > Gender >
Consumers who are either male or female.

Marital Status
Demographics > Marital status >
Consumers who are likely married or single.

Specialty categories: Demographic audiences

Age Band
Demographics > Ages >

Consumers who fit within the following age bands:

- 10 Year Bands
  - 18 to 29
  - 25 to 54
  - 30 to 39
  - 40 to 49
  - 50 to 59
  - 60 to 64
  - 65+

- Gender Bands
  - Female 25+
  - Female 25 to 54
  - Male 25+
  - Male 25 to 54
  - Adult Males 18 to 24
  - Adult Males 18 to 34
  - Adult Males 18 to 39
  - Adult Males 18 to 49
  - Adult Males 21 to 39
  - Adult Males 25 to 44
  - Adult Males 25 to 49
  - Adult Males 35 to 54
  - Adult Females 18 to 24
  - Adult Females 18 to 34
  - Adult Females 18 to 39
  - Adult Females 18 to 49
  - Adult Females 21 to 39
  - Adult Females 25 to 44
  - Adult Females 25 to 49
  - Adult Females 35 to 54

- 5 Year bands
  - 19 to 24
  - 21to 24
  - 25 to 29
  - 30 to 34
  - 35 to 39
  - 40 to 44
  - 45 to 49
  - 50 to 54
  - 55 to 59
  - 60 to 64
  - 65 to 69
  - 65 to 69
  - 70 to 74
  - 75 to 79
  - 80 to 84
  - 85 to 89
  - 90 to 94
  - 95 to 99
  - 75+

- Other age bands
  - Adults 18 to 24
  - Adults 18 to 34
  - Adults 18 to 39
  - Adults 18 to 49
  - Adults 21 to 39
  - Adults 25 to 44
  - Adults 25 to 49
  - Adults 35 to 54

Length of Residence
Demographics > Length of Residence (LOR) >

Consumers who have lived at their residence for the following time bands:

- 0 to 1 years
- 2 to 4 years
- 5 to 9 years
- 10 to 14 years
- 15 to 19 years
- 20 to 24 years
- 25 to 29 years
- 30 to 34 years
- 35 to 99 years

Household Income
Demographics > Household Income (HHI) >

Consumers who are likely have an estimated household income within the bands below:

- $10K Increments
  - $1,000 to $14,999
  - $15,000 to $24,999
  - $25,000 to $39,999
  - $40,000 to $49,999
  - $50,000 to $59,000
  - $60,000 to $74,999
  - $75,000+

- $25K Increments
  - $1,000 to $24,000
  - $25,000 to $49,000
  - $50,000 to $74,999
  - $75,000 to $99,999
  - $100,000 to $124,999
  - $125,000 to $149,999
  - $150,000 to $174,999
  - $175,000 to $199,999
  - $200,000+

- $50K Increments
  - $1,000 to $49,999
  - $50,000 to $99,999
  - $100,000 to $149,999
  - $150,000 to $199,999
  - $200,000 to $249,999
  - $250,000+

Homeowners/Renters
Demographics > Homeowners/Renters >

Consumers who are likely to either own or rent their current residence.

Presence of Children
Demographics > Presence of Children >

Consumers who likely have children in the household within the following age bands:

- Ages 0 to 3
- Ages 4 to 6
- Ages 7 to 9
- Ages 10 to 12
- Ages 13 to 15
- Ages 16 to 17
- Ages 0 to 17

Have you seen our vertical audiences?

Our demographic data works great performs well when combined with our vertical audiences! We have syndicated audiences that span across the following verticals.

Auto	Business	Energy and Utility	Financial

Health	Political	Retail and CPG	Travel

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Lifestyle and Interests audiences

Travel audiences from Experian allow marketers to reach consumers based on data that considers their travel intent, purchase behaviors, and discretionary spend.

Example use cases

A brand is looking to run a promotional digital campaign on digital that uses Experian's ad responder 'digital' audience to help improve campaign performance.

A furniture store would like to drive traffic for their Labor Day sale and uses the Lifestyle and Interests audience 'First time homebuyer' to promote their budget friendly furniture.

Lifestyle and Interests audience methodology

Lifestyle and Interests audiences from Experian, combine our advanced modeling capabilities with data sourced from self-reported interest and behavior surveys, syndicated research panels, and online behavior, which includes search and website visitation. These audiences can be used to support and refine audience creation across multiple verticals including:

- General interests
- Life events
- TV
- Auto
- Business
- Energy
- Finance
- Health
- Politics
- Retail
- Travel

Take a deeper look at our audiences

General interests

Attitudes
Psychographic/Attitudes > Media Involvement >
Psychographic/Attitudes > Self Concept >
Social Network Behaviors > Social IQ >

Audiences that contain consumers who are likely to have the following attitudes:

- Media involvement
  - Newspaper
  - Radio
  - Ad negativity
  - Advertising receptive
  - Magazine
  - TV
- Self concept
  - Affectionate/Passionate
  - Brave/Courageous
  - Dominating/Authoritarian
  - Efficient/Organized
  - Refined/Gracious
- Social network behaviors
  - Social media heavy user

Ad responders
Consumers who respond to promotions on the following channels based on known transactions in the last 24 months:

- Digital
- Direct Mail
- Email
- Insert

Social media
Consumers who are likely to be active social media users based on terms and engagement within social media platforms:

- Facebook
- Instagram
- LinkedIn
- Pinterest
- Snapchat
- Twitter

Life events

First time homebuyer
Life Events > Life Events >

Identifies consumers who are likely to be first time home buyers.

New homeowners
Life Events > New Homeowners >

Consumers who are likely to be new homeowners in the past 6 to 12 months.

New movers
Life Events > New Movers >

Consumers who are likely to have recently moved in the past 6 to 12 months

Recently married
Life Events > Recently Married (Newlyweds) >

Consumers who have recently changed their marital status from single to married in the last 3, 6 or 12 months.

Recently single
Life Events > Recently Single (Divorced) >

Consumers who have recently changed their marital status from married to single in the last 3, 6 or 12 months.

New parents
Life Events > New Parents >

Consumers who are likely new parents for children 0 to 36 months.

TV audiences

Cord cutters
Lifestyle and Interests (Affinity) > Cord Cutters >

Consumers who prefer alternative internet-based streaming based on survey response data.

Local news
Lifestyle and Interests (Affinity) > Local News >

FLA Friendly – consumers likely interested in local news based on internet activity in the last 90 days.

News
Lifestyle and Interests (Affinity) > News >

FLA Friendly – consumers likely interested in news based on internet activity in the last 90 days.

Television
Lifestyle and Interests (Affinity) > Television (TV) >

Consumers who likely watch the following programs:

• Comedy television watcher
• Couch potatoes – Drama lovers
• Couch potatoes – Female focus
• Game show watcher
• Grammy watcher
• Guy shows on TV
• HBO watcher
• Oprah fan
• Reality TV show viewer
• Top Chef TV viewer
• TV animation show fans
• TV history show fans
• TV how-to shows
• TV movie fans
• TV news

Auto audiences

Automotive
Lifestyle and Interests (Affinity) > Automotive >

FLA Friendly – Consumers interested in general automotive based on their internet activity in the last 90 days.

Car culture
Lifestyle and Interests (Affinity) > Automotive > Care Culture

FLA Friendly – Consumers likely interested in automotive car culture based on internet activity in the last 90 days.

Auto insurance
Lifestyle and Interests (Affinity) > In-Market > Auto Insurance >

Consumers likely in-market for auto insurance.

Presence of automobile
Lifestyle and Interests (Affinity) > Purchase Behavior >

Consumers who likely own an automobile.

Business audiences

New job
Social Media > New Job >

Reporting consumers to have started a new job based on using the search term 'starting a new job' on social media.

Sales professionals
Consumer Behaviors > At-Home: Business Travelers/
Sales Professionals >

Consumers who are business travelers and are within the sales profession.

Occupation
Consumer Behaviors >

Consumers who are likely to work within the following professions and industries:

- Construction/Mining
- Education
- Essential workers
- Government
- Healthcare/Social Services
- QSR/Restaurants
- Retail
- Small business owners
- Travel and hospitality

Energy audiences

Solar energy
Lifestyle and Interests (Affinity) > In-Market> Solar Energy >

Reporting consumers to have started a new job based on using the search term 'starting a new job' on social media.

Finance audiences

Credit card users
Lifestyle and Interests (Affinity) > Financial >

Frequent users of various card types listed below:

- Corporate credit card
- Credit card
- Debit card
- Major credit card
- Premium credit card
- Store credit card

Financial behaviors
Lifestyle and Interests (Affinity) > Financial Behavior >

Predictive audiences that find consumers who are likely to perform the following behaviors:

- Credit card revolver (Pay minimum)
- Credit card transactor (Pay all)
- Life insurance policy holder
- Medical insurance policy holder
- Medicare policy holder
- Offline tax software user
- Online active frequent shoppers
- Online banking audience
- Online tax software user
- Tax Return – Self prepare user
- Tax Return – Professional service prepare user
- Tax shelter – Portfolio value $100K+

Investors
Lifestyle and Interests (Affinity) > Investors>

onsumers who are likely to be active investors in the following:

- Active Investor
- Brokerage Account Owner
- Online Trading
- Retirement Plan
- Mutual Fund Investor

Health audiences

Health and fitness
Lifestyle and Interests (Affinity) > Health & Fitness >

Consumers who are likely to be interested in health and fitness:

- Fitness Enthusiasts
- Healthy Living
- On a diet
- Weight conscious

Image leader
Lifestyle and Interests (Affinity) > Health and Diet Attitudes >

Consumers who are likely to try any new health and nutrition products, and actively be a health information source for others.

Healthy holistics
Lifestyle and Interests (Affinity) > Health and Diet Attitudes >

Consumers who are likely to try any new health and nutrition products, actively be a health information source for others.

Image shapers
Psychographic/Attitudes > Health and Well Being >

Consumers who believe looking good means being healthy. Convenience and healthy choices can and do go together for this group.

Invincibles
Psychographic/Attitudes > Health and Well Being >

Consumers who are likely to be Health and Well Being "Invincibles". Based on the statistical analysis of consumers that have reported to be unconcerned about their health.

Trusting parents
Psychographic/Attitudes > Health and Well Being>

Consumers thatwho rely on doctors and are aware of and follow healthy eating and lifestyle practices.

Weight reformers
Psychographic/Attitudes > Health and Well Being>

Consumers who struggle with health food choices as they try to find an easy and effective way to improve their diet and health.

Political audiences

Charitable causes
Lifestyle and Interests (Affinity) > Charitable Causes >

Consumers who are likely to engage with charitable causes including:

- Contributes by volunteering
- Contributes to arts/culture charities
- Contributes to charities
- Contributes to education charities
- Contributes to health charities
- Contributes to political charities
- Contributes to private foundations

Television
Lifestyle and Interests (Affinity) > Television (TV) >

Consumers who are likely to view the following television programs:

- Political TV – Conservative
- Political TV – Liberal
- Political TV – Liberal Comedy

Family centered
Psychographic/Attitudes > Personal Views >

Consumers who are likely to spend a quiet evening at home rather than go out; time is more valuable than money, duty before enjoyment, and they enjoy spending time at home with family.

Social isolation
Psychographic/Attitudes > Personal Views >

Consumers who are likely unhappy with their life as it is, feel very alone in the world, worry a lot about oneself, and feel that there is little that can be done to change their life.

Work centered
Psychographic/Attitudes > Personal Views >

Consumers who are likely to view money as the best measure of success, willing to sacrifice time with family to get ahead, view themselves as workaholics, and have the world view that people get what they deserve in life.

CPG and retail audiences

Activities and entertainment
Lifestyle and Interests (Affinity) > Activities and Entertainment >

Consumers who are likely to enjoy the activities listed below:

- Boating
- Coin collecting
- Do-it-yourselfers
- Home improvement
- Golf
- Video games

Books and reading
Lifestyle and Interests (Affinity) > Books & Reading >

Consumers who are book readers:

- Audio book listener
- Book reader
- E-book reader

Hobbies
Lifestyle and Interests (Affinity) > Hobbies >

Consumers who are likely to be interested in the following hobbies:

- Gardening
- Gourmet cooking
- Jewelry making
- Photography
- Scrapbooking

Home and garden
Lifestyle and Interests (Affinity) > Home and Garden >

FLA Friendly - Consumers who are likely to be interested in home and garden:

- Gardening
- Home decorating

Purchase behavior
Lifestyle and Interests (Affinity) > Purchase Behavior >

Consumers who are likely to shop at the following retail categories:

- Luxury home good buyer
- Luxury store buyer
- Prepaid phone & calling card
- Security system
- Supercenter
- Warehouse club member
- Young adult clothing buyers

Switching behavior
Psychographic/Attitudes > Mobile Behaviors >

Consumers who are likely to switch service providers for different reasons including better quality, plans or technology.

In-market
Lifestyle and Interests (Affinity) > In-Market >

Consumers who are likely to be interested in the following products and verified with known transactions:

- Furniture
- Furniture (family)
- Gift baskets
- High-end furniture
- Home décor
- Home improvement
- Home improvement (family)
- Kitchen dining furniture
- Kitchenware
- Living room furniture
- Luxury brand shopper
- Mattress and bedding
- Patio heaters
- Retail apparel
- Retail apparel – Deal shoppers
- Retail apparel – Families
- Seasonal products
- Shoes (deal seeker)
- Wedding registry

Sports and recreation
Lifestyle and Interests (Affinity) > Sports and Recreation >

Consumers who are likely to play the following sports:

- Plays hockey
- Plays soccer
- Plays tennis
- Sports enthusiast

Style and fashion
Lifestyle and Interests (Affinity) > Style and Fashion >

Consumers who are likely to be interested in "Style and Fashion" based on internet activity in the last 90 days.

Technology
Lifestyle and Interests (Affinity) > Technology >

Consumers who are likely to have a high probability to adopt or own technology in the following categories:

- Apple iPod/iPhone owner
- Apple Mac purchaser
- Dell computer owner
- Home telco subscriber
- Online general use email
- Online researcher

Feature focus
Psychographic/Attitudes > Mobile Behaviors >

Consumers who are likely to value features and technology more than the traditional calling features in helping to get information and keeping up with news.

CPG and retail audiences continued

Traditional users
Psychographic/Attitudes > Mobile Behaviors >

Consumers who are likely to use a landline cell phone for basic calling as well as the tendency to reserve a cell phone for emergency use.

Mobile users
Psychographic/Attitudes > Mobile Users >

Consumers who likely exhibit the following mobile behaviors:

- Basic planners
- Mobile professionals
- Mobirati's
- No mobile phone
- Pragmatic adopters
- Social connectors

Just the essentials
Psychographic/Attitudes > Retail Shoppers >

Consumers who are likely to purchase the necessities. They know what they want before they go shopping and are not impulsive shoppers. Key Themes: no nonsense.

Mall maniacs
Psychographic/Attitudes > Retail Shoppers >

Consumers who like to try new products, stores, and styles. They connect and interact with their preferred brands and shopping brings them enjoyment Key themes: attention, approval, quality, and image.

Original traditionalists
Psychographic/Attitudes > Retail Shoppers >

Consumers who are likely to be loyal to their brands, stores, services, and their country. They are knowledgeable and the most environmentally responsible group who incorporate green practices regularly. Key themes: experience, trust, and reliability.

Status strivers
Psychographic/Attitudes > Retail Shoppers >

Consumers who are likely to consider shopping fun and recreational. They like to browse as much as they buy. They are willing to travel to stores and spend the money and time necessary to keep up with trends. Key theme: image.

Upscale clicks and bricks
Psychographic/Attitudes > Retail Shoppers >

Consumers who are likely to be knowledgeable and buy in-store or online. They are always carefully to research purchases online first, shop around, and compare prices before buying. Key theme: good deals.

Virtual shoppers
Psychographic/Attitudes > Retail Shoppers >

Consumers who are likely to go for the bargains and the internet helps them find discounts so they don't pay full price. Key themes: affordability and ease.

Approval seeking
Psychographic/Attitudes > Shopper Behavior >

Consumers who are likely to buy things that friends and neighbors approve of as well as keeping abreast of changes in fashions and styles.

Brand loyals
Psychographic/Attitudes > Shopper Behavior >

Consumers who are likely to resist buying unknown brands to save money and looking for brand names on packages.

Child influenced
Psychographic/Attitudes > Shopper Behavior >

Consumers who are likely to buy products because of children, either products that are child requested or because of a child's welfare.

Impulse buyer
Psychographic/Attitudes > Shopper Behavior >

Consumers who are likely to change brands for the sake of variety and novelty. They make spur of the moment purchases and lack planning for major purchases.

Informed consumer
Psychographic/Attitudes > Shopper Behavior >

Consumers who are likely knowledgeable about products, including reading product labels and shopping to take advantage of bargains.

CPG and retail audiences continued

Online Coupon Shoppers
Lifestyle and Interests (Affinity) > Shopping Behavior >

Lifestyle and Interests (Affinity) > Shopping Behavior > Consumers who frequently seek and use online coupons to save on purchases.

Smart greens
Psychographic/Attitudes > Technology Adoption >

Consumers who are likely to buy products in recycled packaging, paper products that are recycled, and are against polluting products.

Technology apprentices
Psychographic/Attitudes > Technology Adoption >

Consumers who are likely to be Technology Apprentices. They take advantage of technology using the internet and gadgets to a large extent but still have room to expand their usage.

Technology journeymen
Psychographic/Attitudes > Technology Adoption >

Consumers who are likely to be Technology Journeymen. They consider technology an important part of life and are skilled users of new technology.

Technology novices
Psychographic/Attitudes > Technology Adoption >

Consumers who are likely to be Technology Novices. They consider technology having limited impact on their life and are disconnected from emerging technology.

Technology wizards
Psychographic/Attitudes > Technology Adoption >

Consumers who are likely to be Technology Wizards. They rely heavily on technology and new gadgetry.

Families at home
Consumer Behaviors >

Consumers who are likely to consist of have households with that have children:

• Under 13
• 13+

Social media
Social Media >

Consumers who are likely to be active social media users based on terms and engagement within social media platforms:

• Black Friday shopper
• Fitness device wearer
• Subscription boxes - Apparel

Home office
Consumer Behaviors >

Consumers who are likely to own computer accessories like scanners and photo printers. They may be more likely to work from home, and thus spend a lot of time in their homes.

Fantasy Sports Enthusiasts
Lifestyle and Interests (Affinity) > Online Activity >

Consumers who are most likely to enjoy fantasy sports online.

Travel audiences

Activities and entertainment
Lifestyle and Interests (Affinity) > Activities and Entertainment >

Consumers who are likely to participate in the following activities:

- Attends education programs
- Canoeing/Kayaking
- Hunters
- NASCAR enthusiasts
- NBA enthusiasts
- NFL enthusiasts
- NHL enthusiasts
- PGA Tour enthusiasts
- Zoo visitors

Hobbies
Lifestyle and Interests (Affinity) > Hobbies >

Consumers who are likely interested in either fishing or are outdoor enthusiasts.

In-market
Lifestyle and Interests (Affinity) > In-Market >

Online intenders likely interested in travel products. These audiences are validated against known transactions.

Sports
Lifestyle and Interests (Affinity) > Sports >
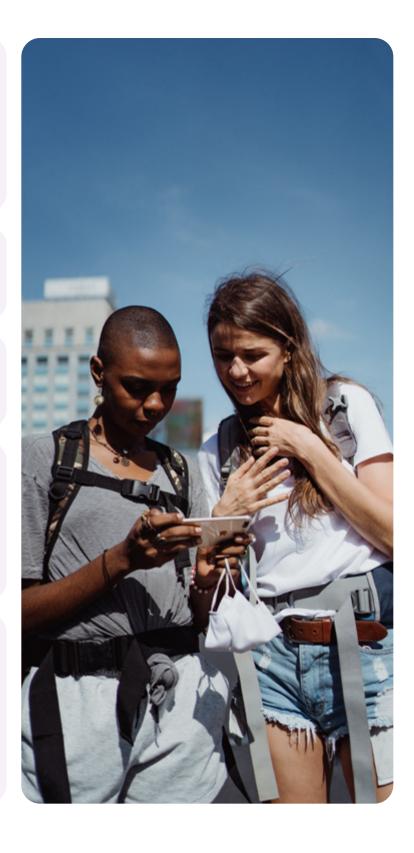
Consumers who are likely interested in the following sports activities:

- College basketball enthusiast
- College football bowls
- Snow sports

Travel
Lifestyle and Interests (Affinity) > Travel >

Consumers who are likely to exhibit the following travel behaviors:

- Frequent flyer program members
- High frequency business traveler
- High frequency cruise enthusiast
- High frequency domestic vacationer
- High frequency foreign vacationer
- Hotel guest loyalty program

Have you seen our vertical audiences?

Auto	Business	Energy and Utility	Financial

Health	Political	Retail and CPG	Travel

Where to activate

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See full destination list →

A few examples of our destinations

CADENT

Snap Inc.

theTradeDesk

yahoo!

Have you considered adding the following?

Mosaic®

Mosaic, a proprietary data source from Experian, is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into unique types and groups that provide a 360-degree view of consumers' choices, preferences, and habits.

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Mobile Location audiences

Mobile location data from Experian delivers insight to brands on the "a day in the life" of a consumer. Ultimately mobile location audiences help marketers better understand consumer lifestyles based on one of the most concrete actions, physical location visits to retailers and other key points of interests.

Example use cases

A retail brand is opening new locations in outdoor malls throughout the country. They can target 'Outdoor Retail Shoppers' to reach consumers who would be most interested in their new stores.

A hotel brand has multiple locations near sporting arenas. They can run a campaign targeting consumers who have likely attended a sporting event at NFL, NBA, MLB and college arenas for discounts on dining and rooms.

Mobile Location audience methodology

Experian uses data sourced from mobile application developers and publishers, data aggregators, mobile ad networks, and exchanges as a foundation in the development of our mobile location audiences. These sources provide Experian with data on thousands of brands and points of interest within the United States.

Our mobile location audiences cover the following categories:

- Retail:
  - General
  - Seasonal Shoppers
  - QSR and Dining
  - Household
- Media and Entertainment
- Auto
- Travel

🔍 Take a deeper look at our audiences

Retail: General

Big box shoppers
Mobile Location Models > Visits >

Likely big box store visitors. Based on the statistical analysis of mobile devices that visited big box store locations (e.g. Sams Club, BJs Wholesale, Costco etc...) in a 90-day time frame.

Electronics stores
Mobile Location Models > Visits >

Likely electronics store visitors. Based on the statistical analysis of mobile location data from devices.

Outlet malls shoppers
Mobile Location Models > Visits >

Likely outlet mall visitors. Based on the statistical analysis of mobile devices that visited locations at least once in 90-day time frame.

Jewelry retail stores
Mobile Location Models > Visits >

Likely jewelry store shoppers. Based on the statistical analysis of mobile location data from devices.

High-income and high-end shoppers
Mobile Location Models > Visits >

Likely to be high-income and shop high-end brands. Predictive model based on a statistical analysis of mobile devices that visited high-end stores (Gucci, Dior, Channel, Louis Vuitton, Prada, Versace, etc.) during the last calendar year. Established and mature couples living gratifying lifestyles in older homes.

Retail: General continued

Luxury women's retail shoppers
Mobile Location Models > Visits >

Likely luxury women's retail shoppers. Based on the statistical analysis of mobile devices that visited luxury women's store locations (e.g. Bloomingdales, Nordstrom, Macys, Saks Fifth Ave, Banana Republic) at least once in 90-day time frame.

Mall shoppers
Mobile Location Models > Visits >

Likely frequent mall visitors. Based on the statistical analysis of mobile devices that visited locations at least once a week in 30-day time frame.

Outdoor retail shoppers
Mobile Location Models > Visits >

Likely outdoor retail shoppers. Based on statistical analysis of mobile devices that visited outdoor retail locations (e.g. Dicks Sporting Goods, Marmot, Moosejaw, Patagonia, REI, Title Nine) at least once in 90-day time frame.

Shoe shoppers
Mobile Location Models > Visits >

Likely shoe retail store visitors. Based on the statistical analysis of mobile devices that visited shoe store locations (e.g. Famous Footwear, DSW, Foot Locker, Lady Foot Locker etc...) at least once in 90-day time frame. Active, young, upper established suburban couples and families living upwardly-mobile lifestyles.

Sporting goods shoppers
Mobile Location Models > Visits >

Likely sporting goods shoppers. Based on the statistical analysis of mobile device visits to sporting goods store locations (e.g. Bass Pro Shops, REI, Academy, Cabela's, Golfsmith, Dicks Sporting Goods, Orvis, Marmot etc...) in a 90-day time frame.

Wedding registry shoppers
Mobile Location Models > Visits >

Likely wedding registry store visitors. Based on the statistical analysis of mobile devices that visited wedding register store locations (e.g. Crate & Barrel, Williams Sonoma, Bed Bath & Beyond, Pottery Barn, etc...) at least once in 90-day time frame.

Women's retail shoppers
Mobile Location Models > Visits >

Likely women's retail shoppers. Based on the statistical analysis of mobile devices that visited women's retail locations (e.g. Gap, Kohls, Ross, TJ Maxx, Marshalls, Express, Levis, Belk) at least once in 90-day time frame.

Young women's retail shoppers
Mobile Location Models > Visits >

Likely young women's retail shoppers. Based on the statistical analysis of mobile devices that visited young women's retail locations (e.g. American Eagle, Old Navy, Target, Gap, Kohls, Express, Belk) at least once in 90-day time frame.

Retail: Households

Hardwood floor retail stores
Mobile Location Models > Visits >

Likely hardwood floor shoppers. Based on the statistical analysis of mobile location data from devices.

High end furniture shoppers
Mobile Location Models > Visits >

Likely high-end furniture store visitors. Based on the statistical analysis of mobile devices that visited high-end furniture store locations (e.g. Crate & Barrel, Williams-Sonoma, West Elm, Pottery Barn etc...) at least once in 90-day time frame.

Mattress store shoppers
Mobile Location Models > Visits >

Likely mattress store visitors. Based on the statistical analysis of mobile devices that visited mattress store locations (e.g. Sleep Number, LA Mattress, Mattress Firm, Slumberland, Casper etc...) at least once in 90-day time frame.

Mid-low furniture shoppers
Mobile Location Models > Visits >

Likely mid-low-end furniture store visitors. Based on the statistical analysis of mobile devices that visited mid-low furniture store locations (e.g. IKEA, Rooms to Go, Ashely Furniture, American Signature etc...) at least once in 90-day time frame.

Retail: QSR and dining

Coffee shop visitors
Mobile Location Models > Visits >

Likely coffee store visitors. Based on the statistical analysis of mobile devices that visited coffee shop locations (e.g. Dunkin Donuts, Starbucks, Peets etc...) at least once in 90-day time frame.

Quick service restaurants (QSR)
Mobile Location Models > Visits >

Likely to frequently visit quick service restaurants (QSR) in the last 30 days. Based on the statistical analysis of mobile location data from devices.

Retail: Seasonal shoppers

Black Friday shoppers
Mobile Location Models > Visits >

Likely Black Friday shoppers. Based on the statistical analysis of mobile devices that visited Black Friday sale locations during Black Friday.

Easter shoppers
Mobile Location Models > Visits >

Likely shoppers for the Easter Holiday. Based on the statistical analysis of mobile devices that visited retail stores during the two weeks prior to the Easter Holiday (including Easter day) from the previous year.

Father's Day shoppers
Mobile Location Models > Visits >

Likely shoppers for Father's Day gifts. Based on the statistical analysis of mobile devices that visited retail stores during the two weeks prior to Father's Day (including Father's Day) from the previous year.

Holiday deal shoppers
Mobile Location Models > Visits >

Likely holiday sale shoppers. Based on the statistical analysis of mobile devices that visited holiday sale locations during holiday shopping period, 11/1–12/24.

July 4th shoppers
Mobile Location Models > Visits >

Likely 4th of July shoppers. Based on the statistical analysis of mobile devices that visited any retail store locations such as department stores, discount stores, furniture stores, and electronic stores late-June through early July.

Memorial Day shoppers
Mobile Location Models > Visits >

Likely Memorial Day shoppers. Based on the statistical analysis of mobile devices that visited retail store locations such as department, discount, furniture and electronic stores between late-May through end of May.

Mother's Day shoppers
Mobile Location Models > Visits >

Likely shoppers for Mothers' Day gifts. Based on the statistical analysis of mobile devices that visited retail stores during the two weeks prior to Mother's Day (including Mother's Day) from the previous year.

Valentine's Day shoppers
Mobile Location Models > Visits >

Likely shoppers for Valentine's Day gifts. Based on the statistical analysis of mobile devices that visited retail stores during the two weeks prior to Valentine's Day (including Valentine's Day) from the previous year.

Halloween shoppers
Mobile Location Models > Visits >

Likely to visit Halloween or party stores. Predictive model based on a statistical analysis of mobile devices that visited Halloween stores within two weeks of Halloween.

Auto

Auto dealerships
Mobile Location Models > Visits >

Likely auto store shoppers. Based on the statistical analysis of mobile location data from devices.

E-vehicle charging station visitors
Mobile Location Models > Visits >

Likely to visit electronic vehicle Charging stations. Predictive model based on a statistical analysis of mobile devices that visited e-charging stations during a recent 30-day time frame.

Media and entertainment

Concert venues visitors
Mobile Location Models > Visits >

Likely concert venue visitors. Based on the statistical analysis of mobile devices that visited locations at least once in 90-day time frame.

Movie theater visitors
Mobile Location Models > Visits >

Likely movie theater visitors. Based on the statistical analysis of mobile devices that visited movie theater locations (e.g. AMC Theaters, Carmike Cinema, Regal Cinema, Cinemark, Landmark etc...) at least once in 90-day time frame.

Travel

College sport venues
Mobile Location Models > Visits >

Likely college sport venue visitors. Based on the statistical analysis of mobile devices that visited locations at least once in 90-day time frame.

July 4th travelers
Mobile Location Models > Visits >

Likely 4th of July travelers. This predictive model is based on the statistical analysis of mobile devices that visited airports, hotels, and car rental locations between late-June through early-July.

Las Vegas Strip visitors
Mobile Location Models > Visits >

Likely to visit the Las Vegas Strip, including casinos. Predictive model based on a statistical analysis of mobile devices that do not live in the area but visited the Las Vegas Strip during a recent 30-day time frame.

MLB stadium visitors
Mobile Location Models > Visits >

Likely to visit MLB stadiums. Predictive model based on a statistical analysis of mobile devices that visited MLB stadiums between early-April and early-November.

Travel continued

NBA arena visitors
Mobile Location Models > Visits >

Likely to visit NBA arenas. Predictive model based on a statistical analysis of mobile devices that visited NBA arenas between early-July through late-April.

NFL stadium visitors
Mobile Location Models > Visits >

Likely to visit NFL stadiums. Predictive model based on a statistical analysis of mobile devices that visited NFL stadiums between early-September and early-February.

Ski resort visitors
Mobile Location Models > Visits >

Likely to visit ski resorts. Predictive model based on a statistical analysis of mobile devices that visited ski resort locations January through March.

Summer break travelers
Mobile Location Models > Visits >

Likely summer break travelers. This predictive model is based on a statistical analysis of mobile devices that visited airports, hotels, and car rental locations between mid-June through mid-July.

University arena college basketball visitor
Mobile Location Models > Visits >

Likely to visit university arenas - college basketball. Predictive model based on a statistical analysis of mobile devices that visited university arenas between early-November and early-April.

University arena college football visitor
Mobile Location Models > Visits >

Likely to visit university stadiums - college football. Predictive model based on a statistical analysis of mobile devices that visited university arenas between.

Other audiences

College students
Mobile Location Models > Visits >

Likely to be a college student. Predictive model based on a statistical analysis of mobile devices that visited college and universities January through March, excluding Saturday and Sunday.

Financial service visitors
Mobile Location Models > Visits >

Likely financial services visitors. Based on the statistical analysis of mobile devices that visited financial services locations (e.g. Wells Fargo, TD Bank, Citibank, US Bank, Regions Bank, HSBC etc...) at least once in 90-day time frame.

Frequent gym goers
Mobile Location Models > Visits >

Likely gym visitors. Based on the statistical analysis of mobile devices that visited gym locations e.g. World Gym, Lifetime Fitness, LA Fitness, Planet Fitness, Anytime Fitness etc...) at least once in 90-day time frame.

Have you seen our vertical audiences?

Our demographic data works great performs well when combined with our vertical audiences! We have syndicated audiences that span across the following verticals.

Auto	Business	Energy and Utility	Financial
Health	Political	Retail and CPG	Travel

Where to activate

Check out our media destination guide to see where Experian audiences are readily available on the shelf for your next digital and TV campaign.

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A few examples of our destinations

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Television audiences

Experience unprecedented precision in targeting your television audiences. Target viewers through Experian's innovative approach that combines accuracy and confidence, empowering you to optimize your marketing campaigns.

Example use cases

Targeting TV enthusiasts, a streaming service could support a campaign to promote a new show with high-quality special effects, emphasizing that the new show is exclusively available on the streaming platform and showcases the latest technology and features that enhance the viewing experience, such as 4K picture quality and immersive sound.

A theme park could choose to suppress audiences for solo TV watchers. This would remove wasted spending for viewers who are less likely to engage with their marketing campaign, instead, maximizing its spend for audiences such as co-watchers with children who find the ad most relevant.

Television audience categories

TV usage and viewing

Combines data from ARF's DASH data set with Experian Marketing Data attributes to create TV audiences that reflect how viewers interact with TV and digital devices.

Benefits:

- Uses DASH survey responses for audience creation.
- Combines TV viewership data with demographic and behavioral attributes from Experian Marketing Data.

TV set ownership

Combines data from ARF's DASH data set with Experian Marketing Data attributes to identify and predict TV set ownership.

Benefits:

- Uses DASH survey responses for audience creation.
- Combines survey responses for TV set ownership with other data attributes from Experian Marketing Data to predict ownership across Experian's database.

Take a deeper look at our audiences

TV usage and viewing

Household/Family viewing
Television (TV) > Household/Family Viewing >

Households who are likely to have the following watch behaviors and patterns:

- Antenna TV households
- Broadband TV only households
- Cable satellite or streaming network subscribers
- Cable and streaming service subscribers
- Cable service subscribers
- Cord Cutters
- Co-watchers
- Co-watchers with children
- Co-watchers without children
- Financial viewers - Broadcast cable
- Financial viewers - Streaming
- Pay TV/vMVPD subscribers' households
- Solo watchers
- Streaming online content only

Ad avoiders
Television (TV) > Ad Avoiders/Ad Acceptors >

Households that are likely to subscribe to a combo of ad-free services and/or use DVR options across multiple platforms.

Ad acceptors
Television (TV) > Ad Avoiders/Ad Acceptors >

Households that are likely willing to watch ads in exchange for f ree content.

Free and Paid Ad Supported Streaming TV
Television (TV) > Ad Avoiders/Ad Acceptors >

Consumers who subscribe to both free and paid streaming services that feature advertisements.

Paid TV high spenders
Television (TV) > TV Enthusiasts >

Households that are likely watching traditional cable, satellite and various streaming services and have watched two or more TVs in the past seven days. Hard-core TV watchers/enthusiasts willing to spend money.

Paid Ad Supported Streaming TV Subscriber
Television (TV) > Ad Avoiders/Ad Acceptors >

Consumers who subscribe to paid streaming services that include advertisements on platforms like Hulu and Peacock.

Viewing device type
Television (TV) > Viewing Device Type >

Households with a high probability of watching TV on the following screen types:

- Screen size – Small
- Screen size – Large

TV set ownership

Brand owners
Television (TV) > Brand Owners >

Households likely to own the following brands:

- Samsung
- Vizio
- LG
- Sony
- Brand loyalist

👥 Have you seen our vertical audiences?

Our television data performs well when combined with our vertical audiences.! We have syndicated audiences that span across the following verticals:

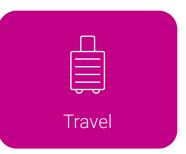|			
Auto	**Business**	**Energy and Utility**	**Financial**
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Branded data

Developed by Experian to simplify demographic and behavioral insights.

Mosaic® audiences

Mosaic is a groundbreaking classification system that paints a rich picture of U.S. consumers and their socio-demographics, lifestyles, behaviors, and culture. Using Mosaic audiences, you can anticipate the behavior, attitudes, and preferences of your best customers and reach them in the most effective traditional and digital channels with the best messages.

Example use cases

A brand launching an organic line of pre-packaged snacks and lunches can combine 'Picture Perfect Families' from our Mosaic audiences and 'Healthy Holistics' from our Lifestyle and Interests audiences to reach families who are committed to exercising and making healthy choices.

An auto brand is building a campaign around growing families for their new minivan. The auto brand can use 'Family Fun-tastic' from our Mosaic audiences to reach families with a kid-centric active lifestyle.

Stats

19 groups

71 types

Benefits

- Fresh and relevant new insights about consumers and their lifestyles, choices, preferences, and habits.

- Allows for consistent audience definition and experience across all marketing touch points.

- Effective for building and augmenting audience targets, going beyond simple demographics.

🔍 Take a deeper look at our audiences

The groups

Power Elite
Mosaic - Personas - Lifestyle and Interests >
Group A: Power Elite >

The wealthiest households in the U.S., living in the most exclusive neighborhoods, and enjoying all that life has to offer.

Flourishing Families
Mosaic - Personas - Lifestyle and Interests >
Group B: Flourishing Families>

Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles.

Booming with Confidence
Mosaic - Personas - Lifestyle and Interests >
Group C: Booming with Confidence >

Prosperous, established couples in their peak earning years living in suburban homes.

Suburban Style
Mosaic - Personas - Lifestyle and Interests >
Group D: Suburban Style >

Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes.

Thriving Boomers
Mosaic - Personas - Lifestyle and Interests >
Group E: Thriving Boomers >

Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes.

Promising Families
Mosaic - Personas - Lifestyle and Interests >
Group F: Promising Families >

Young couples with children in starter homes, living child-centered lifestyles.

Young City Solos Young City Solos
Mosaic - Personas - Lifestyle and Interests >
Group G: Young, City Solos >

Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas.

Bourgeois Melting Pot
Mosaic - Personas - Lifestyle and Interests >
Group H: Bourgeois Melting Pot >

Middle-aged, established couples living in suburban homes.

Family Union
Mosaic - Personas - Lifestyle and Interests >
Group I: Family Union >

Middle income, middle-aged families living in homes supported by solid blue-collar occupations.

Autumn Years
Mosaic - Personas - Lifestyle and Interests >
Group J: Autumn Years >

Established and mature couples living gratifying lifestyles in older homes.

Significant Singles
Mosaic - Personas - Lifestyle and Interests >
Group K: Significant Singles >

Diversely aged singles earning mid-scale incomes supporting active city styles of living.

Blue Sky Boomers
Mosaic - Personas - Lifestyle and Interests >
Group L: Blue Sky Boomers >

Middle-class baby boomer-aged households living in small towns.

Families in Motion
Mosaic - Personas - Lifestyle and Interests >
Group M: Families in Motion >

Working-class families with young children, earning moderate incomes in smaller residential communities.

Pastoral Pride
Mosaic - Personas - Lifestyle and Interests >
Group N: Pastoral Pride >

Eclectic mix of lower middle-class consumers who have settled in country and small town areas.

Singles and Starters
Mosaic - Personas - Lifestyle and Interests >
Group O: Singles and Starters >

Young singles starting out and some starter families living a city lifestyle.

Cultural Connections
Mosaic - Personas - Lifestyle and Interests >
Group P: Cultural Connections >

Diverse, mid- and low-income families in urban apartments and residences.

The groups continued

Golden Year Guardians
Mosaic - Personas - Lifestyle and Interests >
Group Q: Golden Year Guardians >

Retirees living in old homes, settled residences, and communities.

Aspirational Fusion
Mosaic - Personas - Lifestyle and Interests >
Group R: Aspirational Fusion >

Lower-income singles and single parents living in urban locations and striving to make a better life.

Thrifty Habits
Mosaic - Personas - Lifestyle and Interests >
Group S: Thrifty Habits >

Cost-conscious adults living alone in urban areas.

The types

American Royalty
Mosaic - Personas - Lifestyle and Interests >
Group A: Power Elite >

Affluent, influential, and successful couples and families living in prestigious suburbs.

Platinum Prosperity
Mosaic - Personas - Lifestyle and Interests >
Group A: Power Elite >

Wealthy and established empty-nesting couples residing in lavish suburban homes.

Kids and Cabernet
Mosaic - Personas - Lifestyle and Interests >
Group A: Power Elite >

Prosperous, middle-aged married couples living child-focused lives in affluent suburbs.

Picture Perfect Families
Mosaic - Personas - Lifestyle and Interests >
Group A: Power Elite >

Established families on the go, living in wealthy suburbs.

Couples with Clout
Mosaic - Personas - Lifestyle and Interests >
Group A: Power Elite >

Highly-educated mobile couples living life to the fullest in affluent neighborhoods.

Jet Set Urbanites
Mosaic - Personas - Lifestyle and Interests >
Group A: Power Elite >

Upscale singles and couples living high-rise fashionable lives; city-style.

Across the Ages
Mosaic - Personas - Lifestyle and Interests >
Group B: Flourishing Families>

Flourishing couples and multi-generational families living a wide range of lifestyles in suburbia.

Babies and Bliss
Mosaic - Personas - Lifestyle and Interests >
Group B: Flourishing Families>

Middle-aged couples with families and active lives in affluent suburbia.

Family Fun-tastic
Mosaic - Personas - Lifestyle and Interests >
Group B: Flourishing Families>

Upscale, middle-aged families with younger children pursuing busy, kid-centered lives in satellite cities.

Cosmopolitan Achievers
Mosaic - Personas - Lifestyle and Interests >
Group B: Flourishing Families>

Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas.

Sophisticated City Dwellers
Mosaic - Personas - Lifestyle and Interests >
Group C: Booming with Confidence >

Wealthy boomer-aged couples living in cities and closed-in suburbs.

Golf Carts and Gourmets
Mosaic - Personas - Lifestyle and Interests >
Group C: Booming with Confidence >

Thriving retirees and empty-nesters in comfortable communities.

Philanthropic Sophisticates
Mosaic - Personas - Lifestyle and Interests >
Group C: Booming with Confidence >

Mature, upscale couples in suburban homes.

Boomers and Boomerangs
Mosaic - Personas - Lifestyle and Interests >
Group C: Booming with Confidence >

Baby boomer adults and their teenage and young adult children sharing suburban homes.

Sport Utility Families
Mosaic - Personas - Lifestyle and Interests >
Group D: Suburban Style >

Upscale, middle-aged couples with school-aged children living active family lifestyles in outlying suburbs.

Settled in Suburbia
Mosaic - Personas - Lifestyle and Interests >
Group D: Suburban Style >

Upper middle-class family units living comfortably in established suburbs.

The types continued

Cul de Sac Diversity
Mosaic - Personas - Lifestyle and Interests >
Group D: Suburban Style >

Cultured families settled in new suburban neighborhoods.

Suburban Nightlife
Mosaic - Personas - Lifestyle and Interests >
Group D: Suburban Style >

Upper established couples and families living mainly in the metropolitan cities.

Consummate Consumers
Mosaic - Personas - Lifestyle and Interests >
Group E: Thriving Boomers >

Households with high discretionary incomes, living upper-middle class, sophisticated lifestyles.

No Place Like Home
Mosaic - Personas - Lifestyle and Interests >
Group E: Thriving Boomers >

Older, established multi-generational households in suburban areas.

Unspoiled Splendor
Mosaic - Personas - Lifestyle and Interests >
Group E: Thriving Boomers >

Comfortably established baby boomer couples in town and country communities.

Fast Track Couples
Mosaic - Personas - Lifestyle and Interests >
Group F: Promising Families >

Active, young, upper established suburban couples and families living upwardly-mobile lifestyles.

Families Matter Most
Mosaic - Personas - Lifestyle and Interests >
Group F: Promising Families >

Young, established families in scenic suburbs leading active, family-focused lives.

Ambitious Singles
Mosaic - Personas - Lifestyle and Interests >
Group G: Young, City Solos >

Youthful, cutting-edge singles living in mid-scale metro areas balancing work and leisure lifestyles.

Urban Edge
Mosaic - Personas - Lifestyle and Interests >
Group G: Young, City Solos >

Lively, up-and-coming singles living big city lifestyles located within top MSA markets.

Progressive Assortment
Mosaic - Personas - Lifestyle and Interests >
Group H: Bourgeois Melting Pot >

Mature couples with comfortable and active lives in established suburbs.

Life of Leisure
Mosaic - Personas - Lifestyle and Interests >
Group H: Bourgeois Melting Pot >

Upper established couples living leisure lifestyles in small towns and cities.

Everyday Moderates
Mosaic - Personas - Lifestyle and Interests >
Group H: Bourgeois Melting Pot >

Families of all shapes and sizes living in metro-suburban settings

Destination Recreation
Mosaic - Personas - Lifestyle and Interests >
Group H: Bourgeois Melting Pot >

Middle-aged, midscale couples enjoying active lifestyles in the suburbs.

Potlucks and the Great Outdoors
Mosaic - Personas - Lifestyle and Interests >
Group I: Family Union >

Comfortably established, middle-income couples with children living in suburbia.

Hard Working Values
Mosaic - Personas - Lifestyle and Interests >
Group I: Family Union >

Established families in smaller cities and towns with solid blue-collar jobs.

Steadfast Conventionalists
Mosaic - Personas - Lifestyle and Interests >
Group I: Family Union >

Conventional Gen X families living suburban and city lifestyles.

Balance and Harmony
Mosaic - Personas - Lifestyle and Interests >
Group I: Family Union >

Established families living lively lifestyles in city neighborhoods.

Suburban Sophisticates
Mosaic - Personas - Lifestyle and Interests >
Group J: Autumn Years >

Established sophisticates living comfortable suburban lifestyles.

Rural Escape
Mosaic - Personas - Lifestyle and Interests >
Group J: Autumn Years >

Sophisticated, established couples and singles living comfortable lives in rural towns.

The types continued

Settled and Sensible
Mosaic - Personas - Lifestyle and Interests >
Group J: Autumn Years >

Mature, established couples with adult children and singles in suburban and rural neighborhoods.

Wired for Success
Mosaic - Personas - Lifestyle and Interests >
Group K: Significant Singles >

Young, mid-income singles and couples living socially-active city lives.

Modern Blend
Mosaic - Personas - Lifestyle and Interests >
Group K: Significant Singles >

Comfortably established singles and couples living suburban lifestyles.

Metro Fusion
Mosaic - Personas - Lifestyle and Interests >
Group K: Significant Singles >

Middle-aged singles living urban and suburban active lifestyles.

Bohemian Groove
Mosaic - Personas - Lifestyle and Interests >
Group K: Significant Singles >

Mature, unattached individuals enjoying settled urban lives.

Booming and Consuming
Mosaic - Personas - Lifestyle and Interests >
Group L: Blue Sky Boomers >

Older empty-nesting couples and singles enjoying relaxed lives in outskirt towns.

Rooted Flower Power
Mosaic - Personas - Lifestyle and Interests >
Group L: Blue Sky Boomers >

Mid-scale baby boomer singles and couples rooted in established communities and approaching retirement.

Homemade Happiness
Mosaic - Personas - Lifestyle and Interests >
Group L: Blue Sky Boomers >

Lower middle-class baby boomer households living in remote town and country homes.

Creative Comfort
Mosaic - Personas - Lifestyle and Interests >
Group M: Families in Motion >

Rural families with modest incomes and diverse household dynamics.

Growing and Expanding
Mosaic - Personas - Lifestyle and Interests >
Group M: Families in Motion >

Young, working-class families and single parent households living in small established city residences.

True Grit Americans
Mosaic - Personas - Lifestyle and Interests >
Group N: Pastoral Pride >

Middle-aged, lower middle-class households in town and country communities located in the nation's midsection.

Countrified Pragmatics
Mosaic - Personas - Lifestyle and Interests >
Group N: Pastoral Pride >

Modest income couples and singles living rural, casual lives.

Rural Southern Bliss
Mosaic - Personas - Lifestyle and Interests >
Group N: Pastoral Pride >

Lower to middle-income multi-generational families living in small towns.

Touch of Tradition
Mosaic - Personas - Lifestyle and Interests >
Group N: Pastoral Pride >

Working-class, middle-aged couples and singles living in rural homes.

Full Steam Ahead
Mosaic - Personas - Lifestyle and Interests >
Group O: Singles and Starters >

Younger and middle-aged singles gravitating to second-tier cities.

Digitally Savvy
Mosaic - Personas - Lifestyle and Interests >
Group O: Singles and Starters >

Young singles who live digital-driven smaller city lifestyles.

Urban Ambition
Mosaic - Personas - Lifestyle and Interests >
Group O: Singles and Starters >

Generation Y singles and single-families established in mid-market cities.

Colleges and Cafes
Mosaic - Personas - Lifestyle and Interests >
Group O: Singles and Starters >

Youthful singles and recent college graduates living in college communities.

The types continued

Influenced by Influencers
Mosaic - Personas - Lifestyle and Interests >
Group O: Singles and Starters >

Young singles living in Midwest and Southern city centers.

Family Troopers
Mosaic - Personas - Lifestyle and Interests >
Group O: Singles and Starters >

Families and single parent households living near military bases.

Mid-Scale Medley
Mosaic - Personas - Lifestyle and Interests >
Group P: Cultural Connections >

Mature, middle income, single adults and families living in urban areas.

Modest Metro Means
Mosaic - Personas - Lifestyle and Interests >
Group P: Cultural Connections >

Middle-aged singles established in inner-city rental communities.

Heritage Heights
Mosaic - Personas - Lifestyle and Interests >
Group P: Cultural Connections >

Singles and families with modest incomes living settled lives in urban apartments.

Expanding Horizons
Mosaic - Personas - Lifestyle and Interests >
Group P: Cultural Connections >

Middle-aged families earning modest to average incomes from blue-collar jobs.

Striving Forward
Mosaic - Personas - Lifestyle and Interests >
Group P: Cultural Connections >

Cultured families and single parents earning modest incomes in gateway communities.

Simple Beginnings
Mosaic - Personas - Lifestyle and Interests >
Group P: Cultural Connections >

Singles and single parent households with modest incomes in city apartments.

Enjoying Retirement
Mosaic - Personas - Lifestyle and Interests >
Group Q: Golden Year Guardians >

Relaxed, retired couples and individuals in suburban homes living quiet lives.

Footloose and Family Free
Mosaic - Personas - Lifestyle and Interests >
Group Q: Golden Year Guardians >

Settled couples and widowed individuals living active and comfortable lifestyles.

Established in Society
Mosaic - Personas - Lifestyle and Interests >
Group Q: Golden Year Guardians >

Stable, sophisticated seniors living in older homes and leading sedentary lifestyles.

Mature and Wise
Mosaic - Personas - Lifestyle and Interests >
Group Q: Golden Year Guardians >

Retirees settled in metro apartment communities living cost-effective, sensible lives.

Ambitious Dreamers
Mosaic - Personas - Lifestyle and Interests >
Group R: Aspirational Fusion >

Lively singles and single parents with cost-conscious mindsets starting out in city apartments.

Passionate Parents
Mosaic - Personas - Lifestyle and Interests >
Group R: Aspirational Fusion >

Young, single parents with cost-conscious mindsets in second-city apartments.

Small Town Sophisticates
Mosaic - Personas - Lifestyle and Interests >
Group S: Thrifty Habits >

Sophisticated, down-scale singles and couples living in modest, exurban small towns.

Urban Legacies
Mosaic - Personas - Lifestyle and Interests >
Group S: Thrifty Habits >

Middle-aged, sophisticated singles established in modest urban settings.

Thrifty Singles
Mosaic - Personas - Lifestyle and Interests >
Group S: Thrifty Habits >

Middle-aged singles with limited income in transitional small town and exurban apartments.

Modest Retirees
Mosaic - Personas - Lifestyle and Interests >
Group S: Thrifty Habits >

Mature singles with limited income typically concentrated in inner-city apartments.

Improve engagement by refining your audience

Layer additional data onto your audience reach strategy with impactful triggers such as demographics, location and lifestyle and interest behaviors.

Vertical data

Combining Mosaic audiences with other verticals allows you to create finely tuned audiences that consider online and offline behaviors with demographics.

Example audiences
- Auto
- Business
- Energy and Utility
- Financial
- Health
- Political
- Retail
- Travel

Lifestyle and Interests

Great audiences to layer in additional behaviors and interests to refine your audience.

Example audiences
- Loyalty card
- Presence of automobile
- Credit card revolver
- Premium store credit card user
- Investor
- Online banking

Where to activate

Check out our media destination guide to see where Experian audiences are readily available on the shelf for your next digital and TV campaign.

See full destination list →

A few examples of our destinations

CADENT

Snap Inc.

theTradeDesk

yahoo!

Have you considered adding the following?

TrueTouch℠

TrueTouch, a proprietary data source from Experian, is a data-driven content and contact engagement solution that empowers brands to pair the perfect messaging styles with the right channels and call to actions to deliver a personalized experience to your best customers.

Don't see what you are looking for?

Contact us to have a custom audience or model created for you based on your business needs.

TrueTouch™ audiences

TrueTouch audiences empower you to pair the perfect messaging styles with the right channels and calls to action to deliver personalized advertising. These audiences were developed with the idea that no consumer is the same - and you need to engage with them on their terms to successfully market to them.

Example use cases

A retailer is planning an online ad campaign to promote their upcoming sale. To maximize their response rate, they create an audience that combines TrueTouch "Deal Seekers" with consumers who also have the "Engagement Channel Preference" for digital ads.

An appliance manufacturer is running a campaign focused on the durability of their products. They target the TrueTouch "Quality Matters" segment to message consumers that value the long-term value of the products they buy.

TrueTouch audience categories

Engagement channel preference

Predicts the likelihood that the consumer engages with brands via a specific channel or is receptive to brand messages delivered in that channel.

These audiences utilize consumer survey data enhanced with attributes from Experian Marketing data including CAPE, Auto Market Statistics and Premier Summarized Credit Statistics from Experian.

Benefits:

- Include both new and old media such as direct mail, newspaper, streaming TV, and more.
- Unique audiences that utilize attributes from solutions proprietary to Experian.

Purchase behavior

Understand where consumers prefer to buy and their decision making styles.

These audiences utilize consumer survey data enhanced with attributes from Experian Marketing data including behavioral data, CAPE, Auto Market Statistics and Premier Summarized Credit Statistics from Experian.

Benefits:

- Ability to drive consumers to their preferred channel after conversion.
- Audiences that take the guesswork out of targeting consumers based on their purchase decision styles.

TrueTouch audience categories continued

Social media

Predict if a consumer is likely to engage with a particular social media channel.

These audiences utilize consumer survey data enhanced with attributes from Experian Marketing data including CAPE, Auto Market Statistics and Premier Summarized Credit Statistics from Experian.

Benefits:

- Audiences cover major social media networks including Facebook, Snapchat, YouTube, and more.
- Gives insight into the content consumers engage with on social channels.

Take a deeper look at our audiences

Engagement channel preference

Engagement channel preference
TrueTouch: Communication Preferences > Engagement Channel Preference >

Consumers that are likely to prefer the following channels:

- Broadcast cable TV
- Digital display
- Digital newspaper
- Digital video
- Direct mail
- Email engagement
- Mobile SMS MMS
- Radio
- Streaming TV
- Traditional newspaper

Purchase behavior

Auction sites
TrueTouch: Communication Preferences > Purchase Behavior >

Consumers that are likely to make purchases on eBid sites like eBay and other marketplaces where bidding or negotiating pricing is typical.

Brand loyalists
TrueTouch: Communication Preferences > Purchase Behavior >

These consumers are willing to pay more for proven and reputable brands.

Deal seekers
TrueTouch: Communication Preferences > Purchase Behavior >

Price is more important to these consumers than brand name.

Discount store
TrueTouch: Communication Preferences > Purchase Behavior >

Consumers that are likely to make purchases online or at brick and mortar discount superstores like Walmart.com or Target.

Impulse buyers
TrueTouch: Communication Preferences > Purchase Behavior >

These spenders find it difficult to say 'no' to things that catch their eyes. They recognize they are "spenders" rather than "savers" and appreciate a convenient purchase opportunity. Top of mind = In the cart.

Mainstream adopters
TrueTouch: Communication Preferences > Purchase Behavior >

Trendy by association, these consumers enjoy following the latest trends set by innovators. They appreciate understanding what the trendsetters are buying these days.

Mid-luxury department stores
TrueTouch: Communication Preferences > Purchase Behavior >

Consumers that are likely to make purchases at online or at brick and mortar stores that are considered mid- to high-end retailers like Macy's, Neiman Marcus, and Nordstrom.

Discount store
TrueTouch: Communication Preferences > Purchase Behavior >

Consumers that are likely to make purchases online or at brick and mortar discount superstores like Walmart.com or Target.

Online coupon sites
TrueTouch: Communication Preferences > Purchase Behavior >

Consumers that are likely to make purchases via online deal vouchers like Groupon or LivingSocial.

Online retailer
TrueTouch: Communication Preferences > Purchase Behavior >

Consumers that are likely to make purchases on Etail only sites such as Zappos.com or Etsy.com.

Purchase behavior continued

Organic and natural
TrueTouch: Communication Preferences > Purchase Behavior >

These consumers buy natural and organic products, often preferring to put natural things in their homes and bodies.

Quality shoppers
TrueTouch: Communication Preferences > Purchase Behavior >

Quality matters for these consumers and they are willing to pay more for fresh ingredients, durable materials, and quality craftsmanship.

Recreational shoppers
TrueTouch: Communication Preferences > Purchase Behavior >

These are your store browsers who find joy and relaxation in looking for new and interesting offers.

Savvy shoppers
TrueTouch: Communication Preferences > Purchase Behavior >

These consumers like to compare prices across different sites before purchasing and typically read online reviews and consumer reports.

Specialty or boutique
TrueTouch: Communication Preferences > Purchase Behavior >

Consumers that are likely to make purchases online or at brick and mortar specialty stores and boutiques such as Victoria's Secret, Pottery Barn, J. Crew, and more.

Specialty store
TrueTouch: Communication Preferences > Purchase Behavior >

Consumers that are likely to make purchases online or at brick and mortar specialty department stores such as Home Depot (paint and plumbing departments) or Bed Bath & Beyond (bedding and decor departments).

Trend shoppers
TrueTouch: Communication Preferences > Purchase Behavior >

These consumers dislike the same old and prefer to try new brands or new options. Variety is the spice of life.

Trendsetters
TrueTouch: Communication Preferences > Purchase Behavior >

These consumers are trend setters and early adopters of new products.

Wholesale big box stores
TrueTouch: Communication Preferences > Purchase Behavior >

Consumers that are likely to make purchases online or at brick and mortar wholesale stores like Costco, Sam's Club, and Overstock.com.

Social media

Channel
Social Media >

Consumers likely to be an active user on the following platforms:

- Facebook
- Instagram
- LinkedIn
- Pinterest
- Snapchat
- Twitter

Content engagement
Social Media >

Consumers likely to have the following behaviors and interest based on their social media engagement:

- Black Friday shopper
- Fitness device wearer
- New job
- Non-traditional student
- Subscription boxes – Apparel
- Subscription boxes – Cosmetics
- Subscription boxes – Food
- Timeshare vacation rental

Have you seen our vertical audiences?

Our demographic data works great when combined with our vertical audiences! We have syndicated audiences that span across the following verticals:

Auto	Business	Energy and Utility	Financial
Health	Political	Retail and CPG	Travel

Where to activate

Check out our media destination guide to see where Experian audiences are readily available on the shelf for your next digital and TV campaign.

See full destination list →

A few examples of our destinations

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yahoo!

Have you considered adding the following?

Mosaic®

Mosaic, a proprietary data source from Experian, is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into unique types and groups that provide a 360-degree view of consumers' choices, preferences, and habits.

Don't see what you are looking for?

Contact us to have a custom audience or model created for you based on your business needs.

Geo

Reach consumers based on common attributes within a geographic region.

Geo-Indexed audiences

Reach and target consumers based on a unique and sophisticated geo-based audience identification methodology that helps brands balance data privacy and accuracy. Experian's Geo audiences give brands the ability to reach regions based on a common set of attributes within the region.

Example use cases

A brand that wants to reach families with young children without using any sensitive personal information could use Geo-Indexed demographic audiences 'presence of children' from Experian to reach households in regions that over index for the likelihood for having children ages 0 to 9 years old living in the household.

A brand can build an audience based on the household's occupational class using Geo-Indexed audiences 'White Collar' audience to create a targeted message for lunch specials within local business centers.

Geo-Indexed

Geo-Indexed audiences identify regions that over index for a common set of attributes and provide the ability to deliver on Experian's persistent identifiers.

Benefits:

- Audiences remain addressable as they are built without the use of sensitive personal information.
- Naturally expanded audience reach by targeting an audience's circle of influence.
- Execute without limitations by activating on Experian's persistent identifiers.

Take a deeper look at our audiences

Geo-Indexed audiences

Ethnicity
Geo-Indexed > Demographics >
Indicator for households within a geo-level block group that index-highly within the following ethnic groups:

- Hispanic
- African American
- Asian

Language
Geo-Indexed > Demographics >
Indicator for households within a geo-level Block Group that index-highly to speak the following languages:

- Spanish
- English
- Mandarin / Cantonese
- French / Haitian / Cajun

Geo-Indexed audiences continued

Education
Geo-Indexed > Demographics >

Indicator for households within a geo-level Block Group that index-highly to have the following education levels:

- Less than high school diploma
- High school diploma
- Some college
- Bachelor degree
- Graduate degree

Homeowners/Renters
Geo-Indexed > Demographics >

Indicator for households within a geo-level Block Group that index-highly for Homeowners/Renters.

Household income
Geo-Indexed > Demographics >

Indicator for households within a geo-level Block Group that index-highly for the following household income brackets:

- $1,000–$24,000
- $25,000–$49,000
- $50,000–$74,999
- $75,000–$99,999
- $100,000–$124,999
- $125,000–$149,999
- $150,000–$174,999
- $175,000–$199,999
- $250,000+

Marital status
Geo-Indexed > Demographics >

Indicator for households within a geo-level Block Group that index-highly for either married or single.

Presence of children
Geo-Indexed > Demographics >

Indicator for households within a geo-level Block Group that index-highly for the presence of children:

- No presence of children
- Ages 0–3
- Ages 4–6
- Ages 7–9
- Ages 10–12
- Ages 13–15
- Ages 16–18

Occupation
Geo-Indexed > Demographics >

Predicts if consumers are likely to switch to a new vehicle type:

- Retired
- Blue collar
- White collar

Age
Geo-Indexed > Demographics >

Indicator for households within a geo-level Block Group that highly index for individuals within the following age bands

- 19–24
- 25–34
- 35–44
- 45–54
- 65+

Have you seen our vertical audiences?

Our demographic data performs well when combined with our vertical audiences. We have syndicated audiences that span across the following verticals:

Auto	Business	Energy and Utility	Financial
Health	Political	Retail and CPG	Travel

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→

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Media destination guide

Experian has a robust network of direct publisher partners and activation platforms to help advertisers find and target their exact audience across multiple channels.

Open web and data platforms

- Adobe Ad Cloud
- AdSquare
- Amobee
- ArcSpan
- Art19
- Audigent
- Basis
- Beeswax
- Datonics
- Eyeota

- Google
- Kenshoo / Skai
- Liveramp
- Lotame
- Magnite
- MediaOcean
- Permutive
- StackAdapt
- The Trade Desk
- Viant (Adelphic)

- VideoAmp
- Microsoft (Xandr)
- Yahoo
- Yieldmo
- Zeta

Television and audio

- A4 Media
- Alphonoso/LG Ads
- Ampersand (NCC Media)
- Cadent
- Charter
- Comcast
- Comscore
- Cox Media
- Direct TV
- DISH
- FreeWheel
- Frontier
- Inscape
- JamLoop
- LG Ad Solutions

- Madhive
- NBCUniversal
- NYI
- OpenAP
- Peacock
- Roku
- Samsung
- Sonobi
- Univision
- Verizon Fios
- VideoAmp
- WarnerBrothers Discovery
- Pandora

Social

- Meta
- Pinterest
- Snapchat
- TikTok

Looking for additional destinations?

We can deliver data to most destinations through our onboarding partners. To confirm a destination or ask about a new destination, please contact your Experian Account Executive. The destinations listed above may operate under defined terms and conditions.

- ■ Partner Audiences Destination
- ■ Experian Syndicated Audiences (available off of the shelf)
- ■ Experian Audiences Destinations
- ☐ Empty box indicates that capability is not available

The best data unlocks the best marketing

About us

Experian Marketing Services delivers privacy-forward data and insights to help brands meaningfully connect with people. Advertising is smarter and more personalized than ever. Experian sets new standards in data management, usability, and measurement to thrive in this evolving ecosystem. Discover why brands, agencies, and publishers across the globe trust Experian.

Visit us at experian.com/marketing

Need help finding the right audience?

Contact us at us-go.experian.com/audiencesems

Footnotes

1. Fair Lending Act Friendly audiences: "Fair Lending Friendly" indicates data fields that Experian has made available without use of certain demographic attributes that may increase the likelihood of discriminatory practices prohibited by the Fair Housing Act ("FHA") and Equal Credit Opportunity Act ("ECOA"). These excluded attributes include, but may not be limited to, race, color, religion, national origin, sex, marital status, age, disability, handicap, family status, ancestry, sexual orientation, unfavorable military discharge, and gender. Experian's provision of Fair Lending Friendly indicators does not constitute legal advice or otherwise assure your compliance with the FHA, ECOA, or any other applicable laws. Clients should seek legal advice with respect to your use of data in connection with lending decisions or application and compliance with applicable laws.

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